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Tuesday, November 2	74	44

The Desert Sun

and PALM SPRINGS NEWS

TWENTY-EIGHTH YEAR

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Mondays and Thursdays
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Vol. XXVIII, No. 22

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Palm Springs, California, Thursday, November 4, 1954

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Volunteers on Bell-Ringing Drive Today

House-to-House Campaign Begun by Chest Workers

Volunteer workers this week took the second stage of the whirlwind Community Chest launched in Palm Springs Monday, to raise approximately \$38,000.

Crews of women volunteers are being completed today by Hettie Charleston and Betty Hoff, co-chairmen of the residential drive. The volunteers will stage an old-fashioned "door-to-door neighborhood bellringing" in all residential areas of Palm Springs.

Mayor Florian Boyd proclaimed the entire month of November as Community Chest month and urged all Villagers to respond wholeheartedly.

PROSPECTIVE VOLUNTEERS today were asked to phone Mrs. Charleston at Palm Springs 2416 or Mrs. Hoff at Palm Springs 5443.

Organizations whose members are assisting in house-to-house canvassing are: the American Legion Auxiliary, Community Church, St. Paul's Episcopal Guild, Jewish Women's Group, Order of Eastern Star, Palm Springs Woman's Club, Soroptimist Club, Toastmistress Club, Delphians, American Association of University Women, Business and Professional Women, Desert Does, P.E.O., Catholic Mothers Club, V.F.W. Auxiliary, D.A.R., Javettes, Welfare and Friendly Aid and Girl Scouts.

Meanwhile, the advance gifts committee is functioning within Palm Springs and outside the city limits, said Campaign Chairman Herbert Samson.

Samson said the Palm Springs advance gifts drive is progressing under direction of Fred Ingram, Asher Levy and Henry Weinberger, with Milt Hicks district chairman for the Thunderbird-Tamarisk area, and Smoke Tree Ranch co-chairman by Art Bailey and Jack Crommelin.

EXACT GOAL of the 1955 Community Chest campaign has been set at \$37,899.

Howard Morris, president of the Chest board of directors, said today, "This is regarded by the board as the absolute minimum required to continue the community welfare services of the five agencies supported wholly or in part by the Community Chest."

The agencies are the Palm Springs Boys Club on the Indian reservation, the Boy Scouts, Girl Scouts, Desert Museum, and the Welfare and Friendly Aid for its support of the Health Center and the Youth Center.

Hotel Division to Hear Employee Relations Talk

Eugene V. Rossi, director of Industrial Relations for the National Employers Council, one of the nation's top authorities in his field, will make the principal address before an 8 a.m. breakfast meeting of the Hotel Division of the Palm Springs Chamber of Commerce at Sunny Cove today.

In addition to hotel members, the meeting will be open to all who are interested in labor and employee relations.

Also in the program are Dave McClay, manager of the Palm Springs Employers Association, and George Ripley, manager of the Desert Hand Laundry.

Ross's presence was obtained by Frank Bogert, manager of El Mirador and a director of the Chamber.

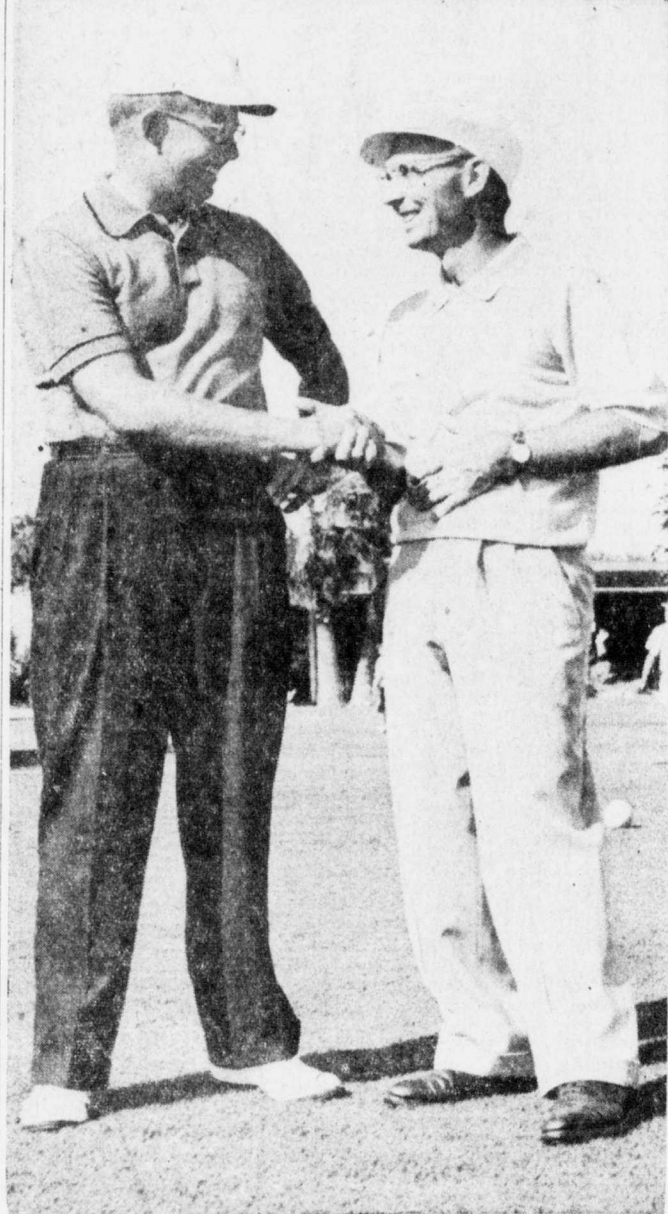
Sunny Cove is just beyond the Casitas Del Monte on South Palm Canyon Drive.

Season Under Way in Full Swing, Chamber Reports

The fall season is fully under way, especially for the Palm Springs Chamber of Commerce.

One of their many features is answering requests, at the office, by mail and by telephone, and a large increase in all three of these facilities was shown during October, Manager Xavier Lucius reports.

Last month, 2,862 personal inquiries were made at the office, compared to 525 in October of 1953, and 2,856 telephone in-



(Partridge Photo)
CONGRATULATIONS — Bob Rosburg, left, of San Francisco, runner-up, congratulates Jerry Barber of Wilshire on his winning the Southern California Open Golf Championship in a playoff at Tamarisk Country Club, tourney site, on Monday. The two golfers ended the regular play tied at 207. This was Barber's third title in the last four years.

BARBER'S 68 WINS OPEN PLAY-OFF AT TAMARISK

Jerry Barber of Wilshire Country Club served notice Monday by winning his third title in four years that he intends to make the Southern California Open Golf Championship his private property.

This time it required a playoff, but Barber proved equal to the occasion.

He fired a sensational 68 at Tamarisk Country Club, four under par, to defeat Bob Rosburg of San Francisco, who was two over par with a 74. Barber had a 34 on the first nine, one less than his opponent.

The win was worth \$700 to Barber, with Rosburg taking \$500 for second place.

ROSBURG AND BARBER had tied at the end of the regulation 54-holes with 207s, with the San Francisco pro missing the green on the final hole.

Barber had an uphill fight but proved equal to it. He trailed by three strokes at the start of Sunday's play, and then fired a three-under-par 69 to tie. In the first nine he shot a 33, and Rosburg had a 34. It was finally evened up on the 18th hole.

See TAMARISK, Page 6a

Travel Agents View Village on Return Journey

Thirty travel agents from throughout the United States will make a second trip to Palm Springs Sunday, a post-convention tour.

A similar group visited here October 26 prior to the convention of the American Society of Travel Agents being held in San Francisco November 1 through 5.

The group will arrive here from Los Angeles at 3:30 p.m., and will be entertained at a cocktail party hosted by The Desert Inn. They will be guests at El Mirador hotel, leaving the Village the following morning.

George and Jan Olman of Olman's Travel Service, who are in attendance at the convention, will be hosts.

Dr. James Kyle of Cathedral City Taken by Death

Funeral services for Dr. James Kyle, of Cathedral City and Redlands, will be held at 2 p.m., today, Thursday, at the Corner Mortuary in Redlands, with Dr. Graham Hunter, pastor of the Cathedral City Community church, and Dr. Frank Fegerberg, pastor of the First Baptist church of Redlands, officiating.

Dr. Kyle, after whom Kyle Park in Cathedral City was named in recognition of his efforts for securing the park, died Monday evening in Redlands.

Mrs. Kyle is the only immediate survivor.

It is requested that flowers not be sent, with persons wishing to make memorial gifts asked to send them to a Kyle Park Memorial Fund, or to the Cathedral City Community church Memorial Fund.

Inside of the Sun

Solomon in all his glory... On page 1b today there's information on what the male will look like as Palm Springs set the styles for men. Pictures and the story.

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Village Backs GOP Candidates

State Agrees to Indian Ave Grade Plan

Supervisors Approve Safety Plan for New Expressway

C. V. Kane, district highway engineer, told supervisors Monday that the state highway commission had approved plans for a grade separation for Indian avenue and the new Highways 99-60-70 expressway near Garnet and asked their approval of the proposal.

Supervisors were unanimous in favor of the plan.

At the meeting last week at Palm Desert of the Coachella Valley Advisory Planning committee, members were told that the grade separation was assured.

BUT TO MAKE IT more certain, members of the CVAPC adopted a resolution asking for the project and sent it to C. V. Kane, district highway engineer at San Bernardino.

Herb Ecclestone of Desert Hot Springs reported that Kane had told him the overpass to carry Indian avenue over the new highway is apparently "a must."

Traffic checks at the intersection revealed heavy traffic between Palm Springs and avenue, warranted the grade separation, Ecclestone said.

KANE SAID THAT about 5,000 cars a day use Highways 99-60-70 and that about 1800 a day traverse Indian avenue. Whether the grade separation project will put Indian avenue over or under the expressway has not yet been decided.

In the vicinity of Indian avenue, the new route will be a short distance north of the existing route.

The new Highway 60-70-99 will leave the existing route about one and a half miles east of Indian avenue and will rejoin the existing route about one mile west of Indian avenue.

THE JUNCTIONS of the existing route and the new route will be closed. The supervisors agreed to it Monday. Engineer Kane said it would be very dangerous to keep them open.

A. C. Keith, county road commission, told the CVAPC that charges that the fourth district was not getting its fair share of federal and county aid were not correct. He cited figures to show that more than one-fourth of the highway projects in the county were in the desert area.

Sorum to Talk on School Bonds at PT Meeting

Ray Sorum, president of the board of education, has been invited to discuss the proposed school bond issue at the first fall meeting of the Parents Guild of the Nellie Coffman Junior High school at 8 p.m., Wednesday, November 10, in the school's assembly room, Culver Parker, newly elected president, reported.

All parents are urged to attend, Parker said, to learn about the bond issue and how they can aid in securing its passage.

Other new officers besides Parker are: Mrs. C. E. Fox, vice president; Mrs. Jack Keefe, secretary, and Donald E. Cole, treasurer. Committees will be announced later.

Students Busy Writing on American Citizenship Theme

"I am proud to be an American because..." That phrase was running through the heads of a score of students in four Palm Springs area schools today as they prepared their essays in The Desert Sun's prize patriotic contest which will close November 15.

The contest is limited to 250 words on the American citizenship theme. It is open to students in grades 7 to 12 and is divided into three brackets, classes 7 and 8, 9 and 10, 11 and 12.

First prize in each division is a \$50 savings bond and second prize a \$25 bond.

Americanization certificates go to the next six best essayists in each bracket.

The contest has been endorsed by Governor Goodwin Knight and Senator Thomas Kuchel.

Dr. Benjamin Goldberg is contest chairman for The Sun and there are 17 judges to pass on the essays.

Students competing are from four schools, Palm Springs high school, Nellie Coffman Junior high, Palm Valley school and St. Theresa school.

Sharp Gains Shown Here in Enrollment

Pupils in Schools Here Far Ahead of 1953 Figures

Enrollment in the Palm Springs Unified School District has shown a sharp increase over the corresponding period and will approach the 2,000 mark if it continues its present pace, Dr. Arthur G. Hoff, schools superintendent, reported this week.

Early estimate of the peak attendance usually reached in February was about 1,950.

As of Monday, there were 1,908 students enrolled in all schools, an increase of 165 over the same date last year, and 54 more than the peak figure of the 1953-54 school year.

The high school is one of the leaders in the unexpected enrollment increase with 469 now registered, compared to 417 last year, at this time, and about 40 more than the top enrollment.

Other enrollment by schools follow: Cahulla 260, Cathedral City 187, Desert Hot Springs 106, Katherine Finchy 390, Frances Stevens 189, Thousand Palms 20, Nellie Coffman 287.

Rancho Mirage to Incorporate

Rancho Mirage area residents this week started action to become Riverside county's thirteenth incorporated city.

A request for confirmation of proposed boundaries was filed in Riverside Tuesday, and is scheduled to be considered by the County Boundary Commission at a meeting today at 10 a.m. The petition was signed by Sid Greenleaf, Rancho Mirage postmaster, Estella Ewart and Maude C. Campbell.

FOLLOWING APPROVAL, a petition will be circulated in the area involved on which 25 percent of the number of residents and land owners must sign. Then it goes before the county supervisors who set a public hearing, and after that an election. If a majority of the residents approve the incorporation it will then be filed with the secretary of state, and become official.

As proposed, it includes the east half of Section 6, all of Section 7, a large portion of Section 18, the subdivided areas in Sections 12 and 13, then circles around Thunderbird Country Club and takes in the east half of Section 1. Included in the area are the Desert Air and White Sun properties.

PROPOSERS of incorporation said that action was being taken because of the rapid growth of the area at the present time, and anticipated growth in the future. Benefits of becoming a city are needed to protect this growth, they said.

Two Held in Study of Assault, Robbery

Two Occidente youths were returned here Tuesday to face charges of strongarmed robbery of \$80 from Jack Gordon Davenport, Pasadena, early Saturday morning in a vacant lot in the 1500 block of North Palm Canyon drive.

The two, Robert C. Burd, 20, a Marine stationed there, and Thomas Paul Welle, 20, a student, were arraigned in Judge Eugene Theriault's justice court Wednesday.

A native of Valparaiso, Indiana, Selman was associated with the Illinois State Division of Highways for three and a half years before coming here.

He and his wife, Joan, are well known to Villagers and to Southern Californians for being the parents of three sets of twins, all daughters, and one son.

Selman has been active in the Palm Springs Knights of Columbus, and is now serving as Grand Knight.

They will move to Indio as soon as possible.

LICENSE PLATE STOLEN

Theft of a license plate from his car while it was parked in the 200 block of North Palm Canyon drive, was reported to police Tuesday evening by Bruce Bailey, 1380 Paseo de Marica. The plate had been broken off from the frame.

Palm Springs is Popular

Forty File Applications for Position as Police Chief

Palm Springs is a popular city, when it comes to prospective police chiefs.

City Manager R. W. Peterson reported this week that approximately 40 applications have been received for the position vacated by John S. Davis, with several more having application forms.

No closing date has been set for filing of applications, Peterson said.

During the interim period, Capt. Orest Johnson is serving as acting chief of police.

TRAILERITES TO RALLY HERE THIS WEEKEND

Fourth annual Trailer Rally sponsored by the Palm Springs Area Trailer Parks Association will be held this weekend, Friday through Monday, with a parade through the Village at 1:30 p.m., Friday, starting activities.

Featured in the parade will be new trailer models of more than 20 leading manufacturers of trailers. They then will be taken to the Polo Grounds and placed on exhibit in the parking lot area, along with displays of trailer accessories.

BESIDES THE PARADE Friday afternoon, the program includes: Friday evening, at Playhouse pavilion—Introduction of visiting guests; address by Mattie Richards Butler, vice chairman of the California Housing Commission; exhibition of square and round dancing by leading Southern California exponents; dancing.

Saturday—8:30 a.m., Chuckwagon breakfast; 10 a.m., tour of desert area; also in morning, panel discussion on problems of trailerites; 2 p.m., recreation, games, swimming at high school pool; 5:30 p.m., chuckwagon barbecue chicken dinner; evening, Playhouse pavilion, address by R. W. Harper, president of Los Angeles Planning Commission, dance program similar to Friday's.

Sunday—8:30 a.m., chuckwagon breakfast; everyone urged to attend the church of their choice; 2 p.m., hobby show; 7:30 p.m., Playhouse pavilion, showing of colored slides on various travel trips by Wally Byam, who is leader of trips taken by about 40 trailerites annually.

Monday—Departure day.

MAIN PURPOSE of the rally is to acquaint trailerites with the benefits of Palm Springs and to encourage their coming here for the Winter months, or year-round. It was pointed out that many residents of the Village, now owning homes and

businesses, made their first visit here in a trailer.

Lee L. Heines of Smoke Tree Trailer Park is president of the local association, and Mrs. William H. Veith is secretary.

THE VOTE for governor here and in the Palm Springs area was:

	City	Area
Knight	1812	2843
Graves	773	1139

In the senate race, Kuchel also received a large majority here. The vote for the city and the combined vote for city and surrounding area was:

	City	Area
Kuchel	1643	2617
Yorty	814	1205

The Village also aided in the re-election of John Phillips to congress from the 29th district. The vote was:

	City	Area
Phillips	1640	2605
Shangle	813	1328

Only precinct in Palm Springs to give Graves, Yorty and Shangle a lead was precinct nine.

The other 14 precincts all gave Knight and Kuchel a lead but precincts two and eleven preferred Shangle.

CONGRESSMAN PHILLIPS swept Riverside county and had a substantial lead over Shangle in Imperial county, the other county in his district.

Gov. Knight and Senator Kuchel also had a commanding lead in the total Riverside county vote and in the state.

Proposition No. 3 carried every one of the 15 city precincts and the eight precincts outside of the city limits in the local area. No. 3 will change the control of alcoholic beverages in the state.

On No. 4, to increase the old age pensions, was close, but total was against the proposal here by approximately 100 votes.

Private Funeral Services Today for Mrs. Strebe

Private funeral services will be held this afternoon at 2 o'clock at Wiefels and Son chapel for Mrs. Grace Strebe, long time Villager, who succumbed at her home, 365 East Alejo road, Monday afternoon after a long illness.

Her three sons, Earle, city councilman, George, prominent local restaurateur and Warren, theater manager, were at her bedside when she passed on.

She had been a resident of Palm Springs since the early 30s and survived her husband, George "Pop" Strebe, by four years.

Another son, Homer, of Indianapolis, and three daughters, Mrs. Lillian Davis and Mrs. Bernice Lafrantz of Palm Springs and Mrs. Henrietta Meyer of Big Bear Lake also survive her.

She leaves 18 grandchildren and two great grandchildren.

The family asked that no flowers be given but that, instead, the money be given local charities.

The Rev. William A. Blonden, rector of St. Paul's in the Desert Episcopal church, will officiate at the last rites at Wiefels. Only members of the immediate family will attend the services and also the burial service which will be at Palm Springs cemetery.

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Palm Springs Halloween Passes with Little Damage

Palm Springs enjoyed a Halloween free from damage, with one exception, someone putting oil in the radiator of a power shovel parked at Araby drive.

Most youngsters were content to visit nearby homes in search of "treat or trick" loot.

Very little soaping of windows was in evidence in the business district, or at residences.

Warren Strebe, 4234 Calle San Raphael, told police Friday evening that he had found two

dummies in front of the St. Theresa school as Halloween got under way early. Police are holding the dummies, waiting for the owner to claim them.

Police received a commendation from Seamus Nunan, principal at Nellie Coffman Junior high school, who said that the school grounds were not bothered in any way due to the efficient patrolling of officers.

On the adult side, four arrests were made in the Village for drunkenness.

UNEDITED

By BILL RASHALL

Here's a quote handed to me by a smiling clergyman which is a good one with which to start this column.

"Nobody grows old by merely living calendar years; people grow old by deserting their ideals. Years wrinkle the skin, but to give up enthusiasm wrinkles the soul."

And believe me this Minister of the Soul has a perpetual smile on his face, the mirror of a soul that is unwrinkled! I'd mention his name but he doesn't desire any publicity of any kind.

AND IF YOU BELIEVE my soul isn't wrinkled to some degree you should try to carry out some of the assignments handed me news-wise by the Los Angeles Examiner, a great newspaper for which I have been correspondent for these many years.

The gentle voiced city editor of that newspaper, fire eating, soul-smoldering Jim Richardson, for whom I worked as a kid, can tear your eardrums apart one second and then be as cajoling as a blonde looking at a sugar daddy with a sable coat in her hand—that is, when Richardson wants something very, very badly.

"Find Van Johnson," he ordered, "and get a story out of him about a lawsuit that has been filed against him in the Los Angeles courts."

NOW I KNOW that Van Johnson or any of these stars just do not talking except to say "no comment" or "see my attorney." I trailed Van from place to place one step behind him all of six hours the other night. I called Richardson once in utter fatigue but he shouted: "Stay with him and get a statement." Once upon a time, city editors like that, and there are few such great newspapermen left today, would shout: "Get a statement or don't come in. If you do, go to the cashier and get your check."

But at last I was successful. Bumped into Van Johnson at Don the Beachcomber. He was pointed out to me by Marj Pohl, publicist for the Racquet Club. Van and his lovely wife are staying there.

Up to Van I rustle and stop him just as he is about to sit down. No statement. "See my attorney."

But he and his wife informed me that they are looking for a home in Palm Springs or nearby — perhaps down Thunderbird or Tamarisk country club way.

"We love this desert and if we find the home we are looking for we will truthfully be able to call this Palm Springs our home."

JUST AHEAD OF ME as I walked out was Bing Crosby and a beee-u-tiful brunette. He headed, I heard later, for the Kiva Room of El Mirador.

But still at Don the Beachcomber, there was Bill Bendix, his wife, in company with Mr. and Mrs. George Brown. Bendix, who stars in "The Life of Riley" TV show is one person a lot of people I know, including myself, should be like.

George Brown informed me that he has known Bendix since he came to Hollywood 12 years ago. George at that time was publicity chief for Paramount Studios.

Said Brown: "Bendix was a poor kid. He has never forgotten those days when as a boy he hustled canned goods for the shelves of the grocery store in which he worked back in New Jersey. He earns in excess of a quarter of a million dollars annually to day but," added Brown, "he is today the same unassuming individual he was back in his home town, earning a bare living. Bill Bendix is just plain Bill Bendix of the screen with absolutely no airs that wealth sometime brings with it."

HAVE YOU STROLLED through The Center during the last two or three days? Members of the Desert Art Gallery have their creations on display and for sale. Many of the paintings have been done by amateurs as well as professionals. You should see them.

Walked into the Saddle and Sirloin the other night for the first time in about two weeks and of course I sidled for a bar stool to order a drink.

"Yes Sir," obliged the bartender and he placed a bottle in front of me. What a chance he was taking when he added, "You may pour your own drink as you see fit insofar as the amount is concerned."

I looked at him as if he were crazy and then asked Steve to step up for a question regarding the man's sanity. Dave Lyons walked up, too, and added his two bits to the conversation.

"You're the judge and we will let him be watching over your shoulder, either," both declared. I poured a stiff one and paid my fare. One was all I could take—pouring it myself, you know.

AND AT LAST Irwin Schuman has that totisore of his going! All Summer workmen toiled around ugly gaps in the front wall of the Chi Chi and dug the innards out of the spot where the rotisserie stands today in shining copper and red brick. The ribs and steaks are delicious!

George Cameron is out looking at shopping centers. He

Five Dwellings Begun in Village District in Week

Building continued brisk in Palm Springs and surrounding area during the past week with five more dwellings begun, three here and two in Palm Desert, a large apartment at Rancho Mirage and one pool.

Permits issued by the city department of building totaled \$61,000 and by the county building office in the Palm Springs vicinity, \$62,663.

City hall permits went to: Mr. and Mrs. Warren Cable, 1095 Sagebrush drive, dwelling, \$18,000.

J. I. Cavitt, 1629 Verbena drive, dwelling, \$13,000.

Mr. and Mrs. Frank Dalton, 2975 Baristo road, W. M. Darling, addition, \$5,000.

Thor Frederickson, 248 Palo Verde, dwelling, \$17,000.

Earle G. Lloyd, Rancho Trailer Park, addition, \$4,000.

Warren Smith, 546 Warm Sands drive, J. Pawling, swimming pool, \$4,000.

County building permits went to:

Bert E. Corporon, Rancho Mirage, duplex, \$22,273.

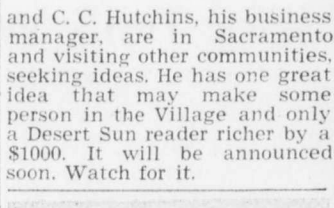
C. T. Gordon, Palm Desert, C. T. Gordon, dwelling, \$7,920.

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John L. Hewson, 1000 Palms, addition, \$200.

L. E. Robbins, Palm Desert, dwelling, \$24,350.

and C. C. Hutchins, his business manager, are in Sacramento and visiting other communities, seeking ideas. He has one great idea that may make some person in the Village and only a Desert Sun reader richer by a \$1000. It will be announced soon. Watch for it.



NEW PARTNER—Robert W. (Bob) Davis, insurance agent of many years experience in the mid-west who is now a partner in the firm of Lehrfeld-Davis Insurance agency in the Oasis building.

Dr. Hoff, president of Palm Springs Rotary club, was introduced by Warren Linville, principal of Katherine Finchy school, program chairman for the day.

DISCUSSING the great growth of the area, Dr. Hoff said that the increase this year over last year was 11 percent, whereas the average yearly increase in the past few years had been between 5 and 6 percent. He said that the enrollment as of now was as great as the peak last year and that this year's peak, in the Spring, should approximate 2,000.

Discussing the proposed bond issue of between \$1,500,000 and \$2,000,000, he said that it would add from 15 to 20 cents per \$100 in taxes. He said that the present tax rate is \$1.34 per \$100 and that the maximum allowed is \$1.65. He added that many districts in the county and state were over the maximum after special elections.

SPEAKING of a continuing survey to plan for future growth, he said that population shifts in the city and district affect the study but that the growth of each of the six elementary schools and the junior and senior high schools had been charted for five years in advance.

Dr. Hoff said that the total assessed valuation of the district is over \$49,000,000 and that for bonding purposes, they can go to 10 percent of that of \$4,900,000. The difference between the bonded indebtedness now and the maximum is about \$3,500,000.

Following his talk, there was a question and answer period in which Dr. Hoff answered queries from interested persons in the audience.

Jimmy Cooper, president of the Lions club, presided.

Dr. C. E. Smith, director of Desert Museum will address the Lions today. Adrian Rosen will be chairman for the day.

Malicious Youngsters Break Electric Neon Sign

Malicious mischief, breaking of an electric neon sign at 343 North Palm Canyon drive by a group of youngsters using a bean shooter, was reported to police early Sunday evening by Harriet Henderson.

The youngsters were located by investigating officers, and an 11-year-old boy admitted the accidental damage. The youth was advised to have his father contact the owner of the hotel, and pay for repair of the sign.

The Desert Sun and PALM SPRINGS NEWS

The Desert Sun — Established 1927 Palm Springs News — Established 1935 CONSOLIDATED DEC. 1, 1952

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PHONE 2249

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THEY'RE REALLY FUNNY — Davis and Reese, considered by many critics to be the funniest and the craziest as well as the zaniest comics, head the current bill in the Starlite Room of the Chi Chi. Along with them which comprises a dose of dazzling dancing and brilliant comedy are Betty Holliday, lovely TV songstress and Jimmy Ray, Palm Springs' favorite dancer. He is the soft shoe tap artist, remember?

Dr. Hoff Tells Lions Club of School Expansion Needs

The rapidly accelerating growth of Palm Springs and the surrounding desert area and its relaxation to school expansion needs, was the topic of Dr. A. G. Hoff, superintendent of Palm Springs Unified School district in a talk before Palm Springs Lions club Thursday noon.

Dr. Hoff, president of Palm Springs Rotary club, was introduced by Warren Linville, principal of Katherine Finchy school, program chairman for the day.

DISCUSSING the great growth of the area, Dr. Hoff said that the increase this year over last year was 11 percent, whereas the average yearly increase in the past few years had been between 5 and 6 percent. He said that the enrollment as of now was as great as the peak last year and that this year's peak, in the Spring, should approximate 2,000.

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PHONE 2249

OLIVER B. JAYNES Editor and Publisher

WARD J. RISVOLD General Manager

R. F. Graettinger — Exec. Editor

William Rashall — Promotion Mgr.

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MEMBER—National Newspaper Publishers Ass'n. National Editorial Association. California Newspaper Publishers Ass'n. Palm Springs Chamber of Commerce. Address all communications to PALM SPRINGS PUBLISHING CO., P. O. BOX 196, PALM SPRINGS, CALIFORNIA

Harris Named Publicity Counsellor for Desert Inn

Palm Springs' desire to become better appreciated in the eyes of the world was advanced one more step on November 1 when the Desert Inn announced that arrangements had been completed with Leslie Harris, a writer and public relations expert of broad international and national experience, to serve as special publicity counsellor.

A number of special projects covering the next few months are outlined in the arrangement, which was described as an exploratory one, and to which Harris will give approximately half of his time, having other commitments here and in San Francisco.

HARRIS IS FAMILIAR to many villagers as an enthusiastic booster of the desert and has spent much of his time here since his first visit last February as a guest at Desert Inn, and bearing a letter of introduction to former mayor Charles Farrell from the Columbia Broadcasting System in San Francisco, was commissioned to write a series of documentary radio stories on Palm Springs. While this series was in progress Harris became acquainted with O. Earl Coffman, co-owner of Desert Inn and as time passed expressed his great interest in the life and work of Mrs. Nellie R. Coffman, its founder.

Through this association Harris obtained considerable publicity for both the Desert Inn and Palm Springs and began to take a constructive interest in the matter of Palm Springs publicity generally.

"AS A RESULT of our continued acquaintance with Harris," said Coffman in making the announcement, "we liked his approach, we liked his evaluation of Palm Springs and what it has to offer, and we appreciated his broad experience. He has had a remarkable career taking him to many parts of the world, bringing him into contact with some of its most outstanding personalities, and besides being a colorful and competent writer and a penetrating interviewer seems to understand all the various media of publicity available to us today. We have seen him in action on some large operations and they have impressed us."

"We have asked Harris to write a short history of Desert Inn and its role in the development of Palm Springs, and he has already spent considerable time this Summer in the preliminary research. He plans to use some of this material in newspaper feature articles, radio programs, and in any way that will reach a broad public."

"WE HAVE ALSO asked him to spend a certain amount of time each week interviewing the most newsworthy guests at Desert Inn and giving these stories to the press."

Johnson Going to Prudential Meet

Johnny Johnson, Palm Springs representative for the Prudential Insurance Company of America, will attend the Region "Q" President's Club business conference at the Arizona Biltmore, Phoenix, Ariz., November 10 to 13.

Johnson will be especially honored when he receives membership to the Western Leaders Roundtable, an organization of leading Prudential underwriters.

The Palm Springs delegate will meet with more than 200 top Prudential field men from the California-Arizona area to discuss the problems of the life insurance industry and methods of bringing added service to policyholders.

police early Sunday evening by Harriet Henderson.

The youngsters were located by investigating officers, and an 11-year-old boy admitted the accidental damage. The youth was advised to have his father contact the owner of the hotel, and pay for repair of the sign.

The Desert Sun and PALM SPRINGS NEWS

The Desert Sun — Established 1927 Palm Springs News — Established 1935 CONSOLIDATED DEC. 1, 1952

Vol. XXVIII, No. 22, Thurs., Nov. 4, 1954

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Guiberson Now Asks Permit for Plant at Perris

Samuel Guiberson has changed his plans for his proposed cement mill in the Hemet-San Jacinto valley and instead will ask for a permit to build it in the vicinity of Perris.

William Shaw, counsel for Guiberson's United States Cement Corporation Monday said that he will amend the application for a permit to construct the cement plant. The application is now before the county planning commission.

Guiberson's application for a permit to build in the Hemet area touched off a zoning controversy there similar to the one set off when Guiberson sought to build here some years ago.

Minor Crash

Autos Damaged at Cathedral City

Only minor damage was caused to vehicles involved in a collision at 5 p.m., Saturday, at the intersection of Van Fleet and A streets in Cathedral City, California Highway Patrol officers reported.

Bennett Berkhausen, Santa Ana, was traveling west on A street, and Charles Crowther of Cathedral City south on Van Fleet street. Berkhausen was cited for violation of right-of-way.

Diana M. Berkhausen, wife of the driver, suffered minor injuries, it was reported, but was not hospitalized.

The Desert Sun—2¢ and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, November 4, 1954

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Sunday, Monday, Tuesday November 7-8-9

JAMES STEWART ALFRED HITCHCOCK'S REAR WINDOW COLOR BY TECHNICOLOR

GRACE KELLY · WENDELL COREY · THELMA RITTER

Into India's furnace of fury rode the KHYBER PATROL

Plaza Theatre PHONE 4384 Doors open nightly 6:45

Now Showing

THE GREAT LOVE STORY BY THE AUTHOR OF "THE ROBE"

JANE WYMAN ROCK HUDSON BARBARA RUSH

LLOYD C. DOUGLAS' Magnificent Obsession COLOR BY TECHNICOLOR

VILLAGE PALM SPRINGS Phone 4384—Doors open nightly 6:45—Sundays 1:30

Thursday, Friday, Saturday November 4-5-6

Cecil B. DeMille's SPECTACULAR REAP THE WILD WIND Color by TECHNICOLOR

Shows 7 and 9:25 — Feature 7:20 and 9:45

Starts Sunday, November 7 — Cont. Sun. from 1:30

Gene Kelly — Van Johnson — Cyd Charisse "BRIGADOON" MGM'S Smash Musical Comedy Hit in Gorgeous Color on the Giant CinemaScope Screen with the Magic of High-Fidelity Directional Sound!



PURCHASE LA PAZ GUEST RANCH — Mr. and Mrs. William Halloran of Seattle who last week purchased La Paz Guest Ranch, are two more visitors who have stayed to become part of Village life. Pictured above with their dog "Miss Boo," they have already begun to enjoy the desert. The Hallorans have announced that La Paz is open for business.

La Paz Guest Ranch Sold to Seattle Hotel Owners

The colony of Washingtonians in Palm Springs is growing month by month, season by season, and year by year. As visitors, winter guests, home owners and hotel operators, another addition to their number was added this week with the official announcement that the La Paz Guest Ranch had been purchased by Mr. and Mrs. William Halloran of Seattle.

SALE OF THIS PROPERTY, one of the largest recent transactions, was handled by Muriel E. Fulton, local realtor, who represented the sellers and J. D. Munster company of Los Angeles for the buyers. Reported consideration was around \$400,000. The Hallorans are not strangers to Palm Springs and are experienced in the hotel business. Owners of the Frye hotel

in Seattle for many years, the couple recently sold it. However, they are still the owners-operators of other hostels in that city. The Hallorans have been in the hotel business since 1938.

THEY HAVE BEEN visiting Palm Springs for the past five years and are enthusiastic about its future. "We know that it is growing and we want to be part of its development," Halloran said they have many plans for improving and enlarging the facilities of La Paz Guest Ranch situated on ten acres in the heart of one of the finest hotel districts in Palm Springs. At present the cocktail lounge is open to the public and on or about November 10 the dining room will be formally opened to guests and the public.

Entire Resort Area Due for Successful Season

Clifford Henderson, founder of Palm Desert and organizer of the famed Shadow Mountain club, predicted today that the entire Palm Springs resort area is headed for one of the most successful seasons in many years. "Palm Springs is presently in the throes of one of the big-

gest expansion programs in its short history," Henderson said, "and the entire resort area of Palm Springs which, of course, includes Palm Desert, is headed for unprecedented heights this winter season."

He based his predictions on the large number of inquiries regarding home, and properties at Palm Desert and the optimistic attitudes of persons he has spoken to both in Palm Springs and elsewhere regarding the desert. "Furthermore," continued Henderson, "the smog in the Los Angeles basin has and is figuratively forcing residents in that area to think about the clean air and sunshine regions of this desert."

Brothers Held in Burglary Effort

Rudy and Guillermo Fontes, both 25, were arrested by Palm Springs police about midnight Friday on a charge of attempted burglary of the Greyhound Bus depot, 221 North Indian avenue. Officer W. L. Jessup, across the street at the time, saw the two brothers wait until a bus had arrived at 11:40 p.m. and picked up three passengers, then one left temporarily while the other went around to the side of the building and broke a window with his fist.

Local Schools to Observe American Education Week

American Education Week, November 8 to 12, will be observed by schools of the Palm Springs Unified School district with appropriate programs and meetings. Dr. A. G. Hoff, superintendent, said Monday.

Monday and Tuesday afternoons from 1 to 5, parent-teacher conferences are planned. Appointments will be arranged for parents with teachers to provide a discussion on the progress of their children in school. Report cards will be handed parents at this time.

"Such parent conferences are arranged for the first nine week report period, because it is felt by the schools that such conferences with the parent are very important. It gives the

teachers an opportunity to explain the marking system to the parent, and also gives the parent an opportunity to ask questions about his child's progress and problems," said Dr. Hoff.

Wednesday, the Palm Springs Unified district will host a county institute meeting for teachers at Frances Stevens school at 4 p.m.

Teachers from Palm Springs district and Beaumont, Banning and Coachella districts will attend.

Dr. Vernon O. Toile, director

of the School of Education of Redlands University will speak on "Teaching Moral and Spiritual Values." This is the theme of the Palm Springs district for the 1954-55 year, said Dr. Hoff.

Home Entered, Nothing Stolen

Illegal entry into the home of Eastman E. Spaulding, 2067 East Alejo road, was reported to police Monday morning by the owner.

Entrance was made through a sliding door, with the lock being broken on the screen and door. It is believed that no articles were taken. Spaulding is reported to be in South Africa at the present time.

The Desert Sun—3¢ and **PALM SPRINGS NEWS** PALM SPRINGS, CALIFORNIA Thursday, November 4, 1954

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It's Famous Brands Week at SAFEWAY!

Featuring the food "stars" you know and depend upon . . .

Here's a big event built around your best-known food "friends" . . . the ones you've met in the newspapers and magazines, on radio and TV programs, too! They're the big "stars" of the food world—famous brands that prove popular day after day, year after year. Right now we're featuring them and many more at the store . . . stock up . . . save!

TOMATO JUICE (2 18-oz. cans) 23¢	LIBBY'S 46-oz. can 23¢
CORN NIBLET'S 2 7-oz. cans 21¢	VACUUM PACK 12-oz. can 15¢
PEACHES DEL MONTE CLINGS 29-oz. can 25¢	HALVES OR SLICES 29-oz. can 25¢
JUICE LALANI 2 18-oz. cans 23¢	PINEAPPLE 46-oz. can 25¢
PORK & BEANS VAN CAMP'S 21-oz. can 16¢	
LUNCH BOX (16-oz., 2 cans 25¢; 30-oz. can, 21¢.)	
SHORTENING Royal Satin Spry Brand Emulsi- 3-lb. 81¢ Pure 3-lb. 88¢ mixed. can Veg. can	
Bakery Section Values Fresh Orange Frosted. GOLD LAYER CAKE (Regular 75¢) Curtsy "home ingredient" gold cake, fresh orange flavor icing! 65¢	
Skylark Bread Skylark lg. 28¢	White Wheat std. lg. 28¢
Curtsy Fruit Cake Sliced 14-oz. bar 79¢	(Curtsy 2-lb. cake, 1.89¢.)
Bel-air Frozen Foods Premium quality at no extra cost! Grapefruit Juice 2 6-oz. cans 25¢	JUICE ORANGE-GRAPFRUIT 2 6-oz. cans 25¢
Coffee Values Airway Coffee 1-lb. bag 92¢	Mild, mellow, in the bean. 1-lb. bag 94¢
Nob Hill Coffee Top quality in paper bag. 1-lb. can 99¢	Edwards Coffee Drip, Regular and Fine. 1-lb. can 99¢
Instant Coffee Edwards 100% Pure. 2-oz. jar 49¢	
CAMPBELL'S SOUP SALE! TOMATO. Special 2 10 1/2-oz. cans 21¢	
Homogenized Milk quart carton 20 1/2¢	Lucerne, Grade A.
Concentrated Milk quart carton 50 1/2¢	Lucerne, each quart makes three quarts of fresh table milk.
Lucerne prices in local milk area.	
ZEE TOILET TISSUE Assorted pastel colors. Green, Pink, White, Yellow. 4 rolls 30¢	
AJAX CLEANSER Kitchen and Bathroom Friend. The "Foaming" Cleanser. 14-oz. can 11¢	
DETERGENTS CHEER 19-oz. pkg. 32¢ Heavy Duty! Plus Tax	PARADE 19-oz. pkg. 32¢ Plus Tax
WOODBURY SOAP SPECIAL DEAL: Buy two at regular price get one for 1¢. REGULAR SIZE 3 bars 21¢	BATH SIZE 3 bars 30¢

GROCERY SECTION VALUES

NUCOA MARGARINE Golden cubes. 1-lb. carton 29¢	SUNNYBANK MARGARINE Made by Best Foods. Foil-wrapped. 1-lb. carton 29¢
KERN'S CATSUP Made from red ripe tomatoes. 2 14-oz. bottles 25¢	TAMALES with CHILI GRAVY Gebhardt 15 1/2-oz. brand. can 17¢
PANCAKE & WAFFLE MIX Pillsbury 32-oz. brand. pkg. 31¢	SLEEPY HOLLOW SYRUP 24-oz. bottle 49¢
SUNSHINE SODA CRACKERS Thin, crispy. 1-lb. carton 24¢	CHUNK STYLE TUNA Chicken of the Sea. 6 1/2-oz. can 30¢



ROUND STEAK from USDA CHOICE BEEF!

For solid good eating this weekend, treat the family to Safeway Round Steak . . . aged to juicy, tender perfection. Table trimmed before weighing for full money-value!

(Boneless Cut lb. 75¢) BONE IN lb. 69¢

SMOKED PICNICS

Short Shank, 4 to 8 lb. size. Visking casing. **39¢**

SPARERIBS

Lean, meaty. From Eastern grain-fed pork. Small size—3 lbs. or less. **45¢**

LIPTON'S BLACK TEA

Pekoe & orange pekoe blend

1/4-lb. pkg. **34¢** 16-bag pkg. **19¢**

(1/2-lb., 66¢.) (48-bag, 53¢.)

Grape Jelly Tea Garden brand 20-oz. jar 33¢	Grape Preserves Tea Garden brand 20-oz. jar 33¢
Long Spaghetti Gold Medal brand 1-lb. pkg. 23¢	Elbow Macaroni Globe brand 1-lb. pkg. 21¢
Gold Medal Flour "A-1" 5-lb. bag 55¢	Arrowroot Cookies NBC 5 1/4-oz. ctn. 20¢
Colgate Tooth Paste 5-oz. tube 63¢	

NEW SHIPMENT OF Half-Size FALL DRESSES

Especially flown in from New York Sizes from 14 1/2 to 24 1/2

TREMENDOUS SAVINGS MARTY'S

SAMPLE SHOP 178 S. Indian Avenue Telephone 5505

Brothers Held in Burglary Effort

Rudy and Guillermo Fontes, both 25, were arrested by Palm Springs police about midnight Friday on a charge of attempted burglary of the Greyhound Bus depot, 221 North Indian avenue. Officer W. L. Jessup, across the street at the time, saw the two brothers wait until a bus had arrived at 11:40 p.m. and picked up three passengers, then one left temporarily while the other went around to the side of the building and broke a window with his fist.

ANXIOUS TO PLEASE

Give Candinavia Chocolate This Christmas

Choose gifts of good taste, the finest candies, gaily packaged to express your thoughtfulness of the Holidays

PALM SPRINGS ASSORTMENT 2 pound box **\$3.20**

Has rich chocolate, hand dipped, with a wonderful variety of fondants, caramels, nuts and fruits.

ORDER NOW FOR YOUR GIFT LIST Other tempting assortments available.

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FRICASSEE CHICKENS

Manor House. Frozen. Govt. Grade "A". lb. **45¢**

Fancy fresh, local, milk-fed chickens. Cut up. lb. **35¢**

FRESH EGGS

Cream O' the Crop. Fresh!

LARGE SIZE GRADE AA doz. **49¢**

MEDIUM SIZE GRADE AA doz. **37¢**

GERBERS BABY FOODS

Strained Varieties. 6 cans **54¢**

MEATS FOR BABIES

Swift's Choicest Lean Meats. can **21¢**

MAYONNAISE

KRAFT Reg. price, 65¢. qt. **55¢**

NU MADE Purity seal jar. qt. **55¢**

RED HEART DOG FOOD

Rich in Protein 2 1-lb. cans **25¢**

(Assorted beef, liver, fish.)

GROUND BEEF

Freshly made from selected beef and packed in Visking. TOPS IN QUALITY lb. **39¢**

FISH 'N' CHIPS

Captain's Choice FISH STICKS 10-oz. pkg., 39¢.

Bel-air FRENCH FRIES 9-oz. pkg., 13¢

PIPPIN APPLES

CALIFORNIA GROWN 4 lbs. **29¢**

GOLDEN CORN

Sweet Milky Kernels. GOLDEN CROSS VARIETY. ear **6¢**

FRESH, CRISP CARROTS

TOPS ARE OFF. Freshly pulled. lb. **5¢**

FRESH NEW CROP DATES

DEGLET NOOR VARIETY. 1-lb. pkg. **19¢**

Rich California Grown.

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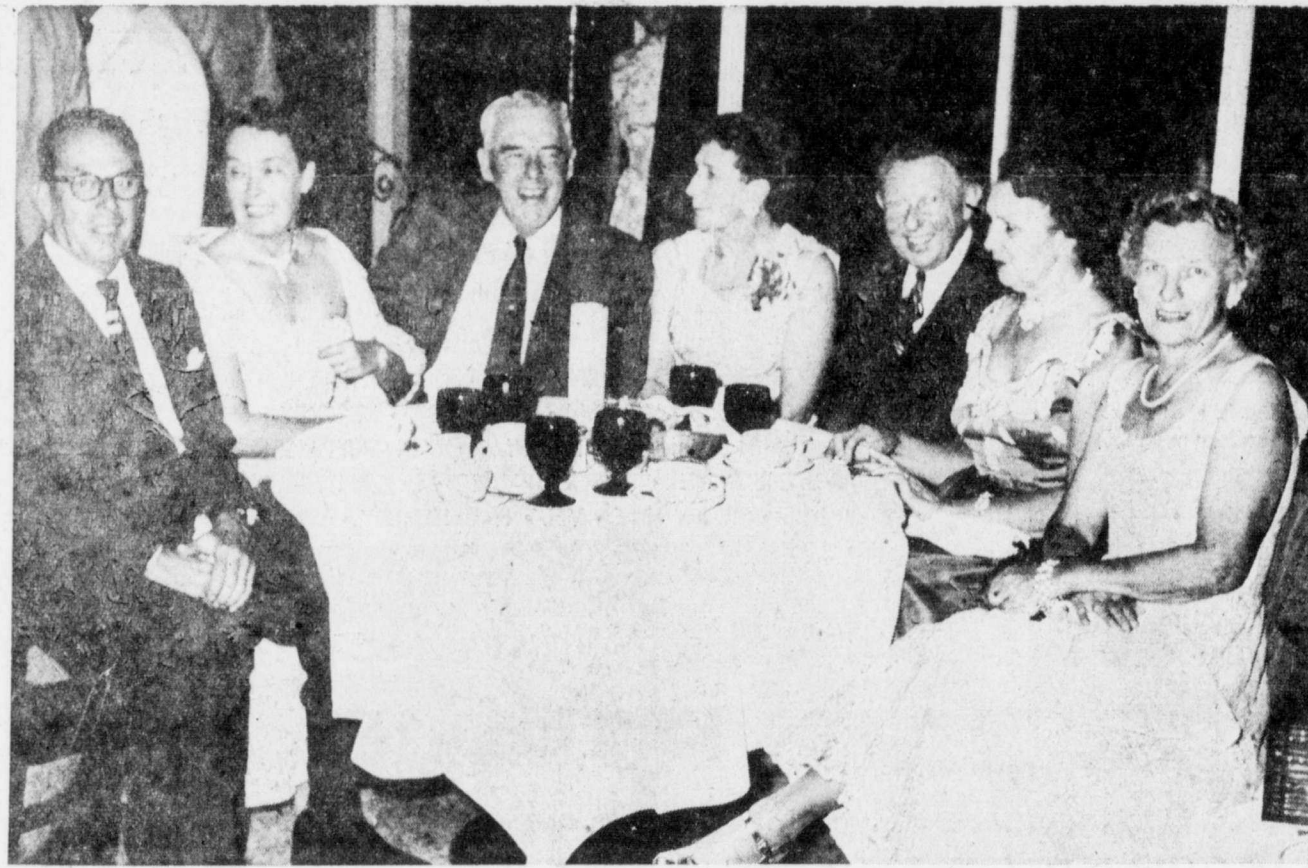
SAFEWAY

Air Conditioned 350 So. Palm Canyon Drive . . .

STORE HOURS Mon. thru Sat. 9 a. m. to 8 p. m. Sunday 9 a. m. to 6 p. m.



(Anderson Photo)
ON THE DANCE FLOOR — The Jack Kenastons are pictured on the dance floor at The Tennis Club opening. They were with the Churchill party.



(Anderson Photo)
AT THE OPENING — Mrs. Austin G. McManus was hostess to a dinner group at The Tennis Club opening. At her table, seated left to right, were, John F. Luccareni, Mrs. Harold Bettner Meloth, Dr. Henry S. Reid, Mrs. McManus, Mr. Meloth, Mrs. Luccareni and Mrs. Reid.

PALM DESERT

By MRS. HELEN ANDERSON

HALLOWEEN FUN

Halloween did not go by unnoticed in Palm Desert and the surrounding territory. Many of the children had their own private parties in celebration of the occasion... others went to such functions as the Parent-Teacher Association sponsored Carnival held at the Riverside Fair Grounds in Indio. Much originality was shown by the children in their costumes—hula dancers, hobos, long skinny skeletons, and big fat characters, witches, goblins, scare crows, pumpkins, devils, cats, majorettes, flappers, ghosts, gypsies... the Mardi-gras in miniature parade.

AT SHADOW MOUNTAIN CLUB

The Little Shadows and Tri D's held a joint meeting Saturday night masquerading as cowboys, ghosts, bunnies, gypsies, flappers, skeletons, dolls, witches, knights, kittens, devils, South Sea Islanders, and clowns. Traditional bobbing for apples, fortune telling, and not so traditional "Pin the Patch on the Witch" were the order of fun for the day, with junior leaders at the heads of the teams. Songs were sung around a camp fire with Lou Kuehner as leader. Jack O'Lantern sauntered up to chat with Kuehner, waved his hand over the fire to make it shoot away up, then led the children to the decorated snack-bar, where they enjoyed hot chocolate, donuts, and favors. Sixty-five children attended.

Among those who helped with the party and decorations were Mmes. Robert Coates, Virginia Descheneaux, BeBe Bisch-off, and Mrs. Blankhorn (from Santa Monica). Also, Joe Hughes, and Karen Andrew, Winnette Andrews, David Lasley, Lorey Lasley, Judy Geller, Nancy Arnold, Joe Malone, Jean Hanousek, Marnie Woodsmall, and Kathy. Several of the Tri D's acted on the decorating committee including Kathy Malone, Vicki Wenck, Kenny Roberts, and Barbara Keedy.

ADULT HALLOWEEN

Adults may have been a little less decorative in their attire at the Saturday night Halloween party at Shadow Mountain club, but no less exuberant. Messrs. and Mmes. Milton Page and Bill Doty aided by Lou Kuehner served on the committee. Ferocious looking black widows hung from the rafters, black candles in star shaped candlesticks on the tables created the proper "Hernandez Hide Away" look. Highlight of the evening came when those who wore costumes paraded on the dance floor for the guests to determine by applause which were the most captivating. Winner was Mrs. John Moon, dressed in red and white '20's garb. Runners up were Cliff Henderson, dressed as a clown, and Mr. and Mrs. Kapp, dressed as Chinese couple in authentic pajamas.

Mr. and Mrs. Stanley Ring showed pictures on taxation and the Red web at the home of Mr. and Mrs. James Easley Friday night. Among those present were Dr. and Mrs. P. Martin Baker, Bert Cavanaugh, Evelyn Sahland, Dr. Burden and Dorothy Thompson, the Stewart Trumbles, and Helen Anderson. After the pictures a discussion followed.

Mrs. Helen Roberts (manager of Sun Lodge Colony and House of Riley), said Bill Roberts is stationed in Virginia, and that Ken has started his first year at Riverside Junior College. She traveled all over the country this Summer... had planned on going to Nassau from Florida, but was stopped by "Edna" (the hurricane). Sun Lodges promise to be one of the most

colorful spots on the desert with 100 flats of petunias being planted around the cottages, this fall.

Activity was brisk on the tennis courts at Shadow Mountain club last weekend. Mixed doubles finals were played on Sunday, winners being: Ladies' finals, Mmes. David MacClaymet and Don Neilson vs. Mmes. Robert Craig and David Lindenauer. Score 6-2, 6-1. Men's finals, Messrs. Gene Roberts and Clarence Bosworth vs. Jack Burgess and Robert Craig. Score 6-2, 5-7, 6-0. Mixed doubles finals, Mr. and Mrs. David MacClaymet vs. Mr. and Mrs. James (Monte) Wenck. Score 6-2, 6-1. There were 26 entries in the

runners up, and about 100 members and guests turned out to watch the tournament on Sunday. Those serving on the Tennis Committee are Gene Roberts, Milton Page and Doty Wenck aided by Vini Rurac (tennis professional at the club).

Cub Scouts, Pack 76, held meetings of Den 1 and Den 2 at the homes of Mmes. Stanley Ring and William R. Johnson. Boys are busy working on projects for the Pack meeting Wednesday night, November 17. Theme will be the Gold Rush, and Cubs are building or making everything from gold nuggets to a ghost town.

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EQUIPMENT RENTALS
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A completely new Trailer Park with a built in Country Club atmosphere, in a location that is beyond description — at the south end of the Village. Luxurious Club House, Heated Swimming Pool, Shuffle Board courts, spacious lots and wide dust-free roads, and all the things that go for gracious living.

All utilities are underground including natural gas and TV piped to each lot.

Our land is owned by the Corporation, hence we can give Leases and security for your investment.

We would like to have prospective tenants and Villagers alike, pay us a visit and look the Park over.

Rentals from \$45 to \$53

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NOVEMBER 5

1955 Camino Real

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Noted Soloists to Feature Presentation of "Creation"

Soloists with the Palm Springs Civic Chorus for the forthcoming presentation of Haydn's Creation will be Eugene Allen, Wynne Davis Hammond and Alex S. Hammond. The Creation, directed by Harry Tomlinson, will be sung Sunday, November 7, at 8:15 p.m. at the Jewish Community Center, 332 West Alejo road.

Mr. Allen, tenor, is a student in the music department of Los Angeles City College. He has sung under the direction of Dr. Hugo Strelitzer with whom he will sing the leading role in next year's production of La Boheme.

The Hammonds are well known in Los Angeles, Hollywood and Palm Springs for their appearances in the Messiah, Elijah and the Creation. Mrs. Hammond has sung roles at Hollywood Bowl and Los Angeles Philharmonic Auditorium with the Civic Light Opera Association. It was then that Mrs. Hammond won the Grand Prize in the Festival of Allied Arts Contest. She also sang the role of Marcellina in Beethoven's opera, Fidelio, at the opening Music Festival performance in Pasadena Civic Auditorium, under the baton of Dr. Richard Lert.

Both Mr. and Mrs. Hammond sang in radio and pictures prior to their arrival in Palm Springs. Mr. Hammond will be particularly remembered for his excellent interpretation of the title role of the oratorio, Elijah. Tickets for the opening concert, the Creation, are now on sale. They may be obtained by contacting any member of the

Civic Chorus. Succeeding concerts will include the Messiah, Christmas Oratorio, Brahms' Requiem and the Bach St. Matthew Passion.

The King's Quarters

Palomino

Flannel Jackets

Sizes 8 - 20 — \$11.95 to \$13.95

Reversible Jackets

Sizes 8 - 20 — \$9.95 to \$12.50

Two Toned Polo Shirts

Sizes 6 - 20 — \$1.95 to \$3.25

Fancy Gabardine Shirts

Washable — sizes 10 - 20 — \$3.95 to \$6.95

174 North Palm Canyon Drive
(in The Center)



Lesses of Land on Reservation to Meet Friday

Lessees of Palm Springs Indian Land will hold their twentieth meeting since organization on November 6, 1933, at 8 p.m., Friday, November 5, at the Frances Stevens school cafeteria.

Events of the past year will be reviewed, President George Prosser said, and other items discussed.

The group has met once monthly during the Summer months.

In its review which has been sent to each member, it was pointed out that the following persons have appeared at meetings to talk on topics of interest to the members:

Superior Court Judge Hilton McCabe, Councilmen Ted McKinney and Jerry Nathanson, Judge Wallace P. Rouse, Judge Vernon V. Hilliard, Helen Hester, Clifford Campbell, Leonard Bock, Joseph Palozzi, Supervisor Homer Varner.

Milton Mack

Back in Village
with James Realty

Milton Mack, well known former Villager, has returned to town and is now associated with the Martha James real estate office.

Mack was here from 1942 to 1948 and again briefly from 1949 to 1950.

"Should never have left Palm Springs," he said on arrival this week.

His return to Palm Springs followed a letter he wrote to Miss James from San Francisco in which he said that the climate there was "getting him" and he yearned for Palm Springs.

She called him long distance and in 15 minutes he had agreed to return to the Village to return to the real estate activity here.

Casa Blanca

New Name Given
Chance Hotel

Julius Levine, manager and co-owner with Dr. and Mrs. Robert Pearson of the Chance hotel and apartments, 1342 South Palm Canyon drive, said Monday that the name of the hostelry will be changed to the Casa Blanca hotel.

In keeping with the new name, all buildings will be painted white.

Since they purchased the hotel and apartments from Mr. and Mrs. A. C. Harris a few weeks ago, they have added a pool and other improvements. Levine said that several other improvements and additions are planned at the spot.

Clapps Purchase

New Home Here

Joseph G. Clapp, superintendent of mails at the Palm Springs post office, and his wife, Marguerite, have purchased a new home at 1185 Linda Vista road in El Mirador Park.

Clapp was transferred here from San Bernardino where he has been with the post office for almost twenty-five years. Mrs. Clapp is a teacher in San Bernardino and will spend weekends here until her contract is terminated. They have a daughter, Carol Louise, who has enrolled in the Palm Springs high school.

The Clapps started looking for a home here in August when he was transferred and just recently found the one of their choice through Howard Palmer of the Terry Ray realty office who handled the transaction for both buyer and seller.

Lounge Pad, Garden
Tools, Go to Thief

Theft of a chaise lounge pad, a towel, rake and hoe from an enclosed patio at 371 Pablo drive and a tool cabinet at 365 Pablo drive, while he was absent from the Village between September 13 and October 30, was reported to police by W. E. Froude.

Value of the articles taken was set at \$22.42.

The Mail Bag

THEY WANT THE SUN
(From the Smith News Company of Los Angeles, who maintain newsstands in downtown Los Angeles).

We have had the greatest run on your paper today in many years. Talking to many people who were buying them, they said they were looking forward to going to the desert because of the smog we have had here. Kindly increase our order.
HARRY SMITH
Smith News Co.

MORE FOR YOUR MONEY AT MAYFAIR

Mayfair

SUPER MARKETS

444 N. Palm Canyon Drive
Palm Springs

Advertised Prices Good
Thursday thru Sunday, November 4, 5, 6, 7
No Sales to Dealers Limit Rights Reserved

WATCH FOR MAYFAIR'S
First of the Week Bargains
when you shop Mon.-Tues.-Wed.

Chicken of the Sea
FROZEN TUNA PIE

4 Reg. \$1
Pkgs.

Kermin's Frozen Pies

All-Chicken
All-Turkey
Beef
4 Reg. \$1
Pkgs.

Gorton's
FISH STICKS
Reg. 47¢
Pkgs.

MAXWELL HOUSE
COFFEE
1-lb. Can \$1.05
2-lb. Can \$2.07

DELICATESSEN

Plumrose, Imported
Canned Ham

Cooked, Boneless \$2.39
2-lb. Can

Creamy Loaf
American Cheese

Sandwich Sliced 49¢
lb.



FOOD CLUB

Mayfair

Mayfair

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The year's biggest values in frozen foods!

PICTSWEET

"HARVEST
HOEDOWN"



Now's the Time to
Stock Your Freezer!

Pictsweet, Frozen Fresh

Orange Juice



7 6-oz. \$1
Cans



PICTSWEET—FROZEN, FRESH
GOLDEN CUT CORN
PICTSWEET—FROZEN, FRESH
MIXED VEGETABLES
PICTSWEET—FROZEN, FRESH
CHOPPED BROCCOLI

7 10-oz. \$1
Pkgs.

Pictsweet Frozen Lima Beans 4 10-oz. \$1
Pictsweet Frozen Strawberries 10-oz. 27¢
Pkg.

Swanson's Frozen
FRYERS
1-lb. 12-oz. Package \$1.25

8 UNBREAKABLE
XMAS ORNAMENTS
Sent for 50¢
and 2 labels from
BREAD-0-CHICKEN
TUNA 31¢

Dole's Frozen
PINEAPPLE JUICE
Dole's Frozen
PINEAPPLE CHUNKS
Py-O-My Brownie Mix 12-oz. 33¢
Old Dutch Cleanser 2 9-oz. 25¢
Weston's Graham Chips 4 1/2-oz. 21¢
Graham Crackers N.B.C. 1-lb. 31¢
Pompeian Pure Olive Oil 8-oz. 45¢
T.N.T. Pop Corn White or Yellow 1-lb. 20¢
M.J.M. Long Grain Rice 14-oz. 20¢
M.J.B. Brown Rice 14-oz. 17¢
M.J.B. Quick Cooking Rice 5-oz. 14¢
Jan-U-Wine Soy Sauce 8-oz. 17¢

Curfew Sliced Pineapple 29-oz. 27¢
Arden Cottage Cheese Pint 25¢
Gerber's Baby Foods Strained Variety 6 for 49¢
Van Houten's Cocoa Dutch Imported 8-oz. 51¢
Trend Detergent 2 Lge. Pkgs. 39¢
Fab Detergent Lge. Pkg. 29¢
Vel Detergent Lge. Pkg. 29¢
Allsweet Margarine 1-lb. Ctn. 27¢
Modess Napkins Pkg. of 12 39¢
News Detergent Lge. Pkg. 23¢
Comfort Toilet Tissue 4 roll Pack 37¢

ORANGE PEKOE 48-Bag 53¢
TREE TEA 1/4-lb. 37¢

LIQUORS
WATERFORD
Genuine Sour Mash
Straight
Kentucky
Bourbon
6 Years Old, 86 Pr.
\$3.69
Fifth
Comparable to
\$4.49 Brands

Willow Springs
Bonded Bourbon
7 Years Old
Bottled in Ky. \$3.98
5th

Richefeu
FRUIT WINES
Cherry
Loganberry
Blackberry 69¢
5th

Stuart Hill, Kentucky
Blended Whiskey
40% Straight
86.8 Proof \$3.29
5th

Lido Club
California BURGUNDY
Full
Gallon 99¢

Cranberries

Cape Cod Brand
Finest Quality
Sufficient for 6
This price equivalent
to 13c per pound!

6-oz.
Cello
Bag

5¢
Per
Pkg.



Libby's Hawaiian
PINEAPPLE SPEARS
No. 2 33¢
Can

Fresh Mountain
TROUT
98¢
lb.

Casino Brand Cheese
CAMBERT
4-oz. 45¢
Pkg.

Louis Lelong, Imported
CHAMPAGNE
Bottled
In France \$3.29 5th

Garden Fresh
RED LEAF LETTUCE
10¢
Per
Head

New Crop, Pippin
Apples 3 lbs. 19¢

Garden Fresh
Celery Tender 3¢
Crispy 3 lb.

Cal Fruit
California
DATES
1-lb. Pkg. 15¢

Delicious
APPLES
4-lb. Bag 43¢

As featured by Walt Jensen on...
Quick!
What's the Answer?
MAYFAIR'S RADIO SHOW
Broadcasts on Los Angeles

CHUN KING
Chicken Chow Mein
3-lb. Can 99¢

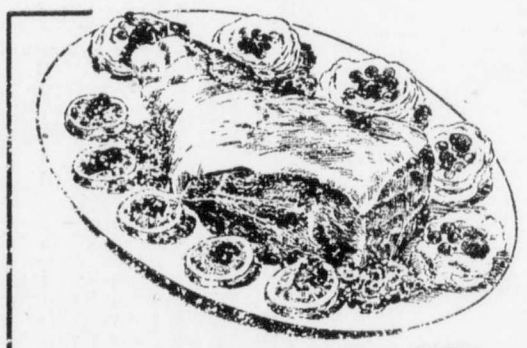
TILO
Tile Cleaner
8-oz. Jar 59¢



3:15 to 3:45 P.M.
10:30 to 11:00 P.M.

Barbore Ann
READ 28¢
Dr. Lyons
TOOTH POWDER Lge. 45¢
Can
First Flavor
YUEN COFFEE 1-lb. \$1.11
Can
Kold Kist Frozen
BEEF STEW 1-lb. 39¢
Pkg.
Fireproof Cleaning Fluid
ENERGINE 8-oz. 49¢
Can
Household Cleaner
NEW OAKITE 10-oz. 15¢
Pkg.
Sta-Ho
LIQUID STARCH Half 46¢
Gal.
Breakfast Cereal
CREAM OF WHEAT 28-oz. 34¢
Pkg.
Sunsweet California
LARGE PRUNES 1-lb. 30¢
Pkg.

LAMB SHOULDER ROAST



LAMB PATTIES 39¢
lb.
Large Sirloin
LAMB CHOPS 79¢
lb.
Rib Cut
LAMB CHOPS 79¢
lb.
Shoulder Cut
LAMB CHOPS 59¢
lb.
Shoulder
LAMB STEAKS 69¢
lb.
Tender, Meaty
LAMB BREAST 15¢
lb.

Finest U. S. Choice grade
lamb in this popular, eco-
nomical roast, well-trimmed
to eliminate waste. You'll
relish its meaty tenderness,
its delicate lamb flavor.

Leg o' Lamb Roast 59¢
lb.
Western Oysters Fresh 12-oz. Jar 45¢

Armour Star
Sliced Bacon Thick, Ranch Style, 2-lb. 59¢
or Picture Pack, 1-lb.

Armour Star
Country Roll Sausage 1-lb. 37¢
Pkg.



(Partridge Photo) **AT TAMARISK** — On the first tee-off just prior to the play-off Monday to decide the winner of the Southern California Open Golf Championship are pictured, left to right, Arthur Anderson,

From Page 1—MORE ABOUT TAMARISK

17th when Rosburg drove into a trap.

TIED FOR THIRD. four strokes behind the leaders with 211s, were defending champion Smiley Quick, and Billy Maxwell, Texas sharpshooter. Quick had the best round Sunday, a 68, to gain three strokes on Maxwell.

Gene Littler of Thunderbird, tournament favorite, after a disastrous first day score of 75, came through with two 69s to tie with Paul Runyan and Harry Bassler for fifth place with 213. Runyan had three rounds of 71, and Bassler had a progressive score of 70-71-72.

ERIC MONTI took eighth with a 214, while Jimmy Hines of Thunderbird, Zell Eaton and Frank Rodia tied for ninth with 215s.

Frank Stranahan, first day

Tamarisk tournament chairman; Avery Allen, The Desert Sun golf columnist; Jerry Barber and Bob Rosburg, the two participants, and Ted Cadman, Tamarisk manager. Barber fired a 68, four under par, to win by six strokes.

15th Salton Sea Races this Week

Speedboat enthusiasts from all over Southern California are rallying at Desert Shores on the Salton Sea for the 15th annual Salton Sea regatta and predictions were rife that new records would be set in this weekend races.

Top drivers are out to attack the 178.493 miles per hour all-time, all-water record and thrills aplenty are promised for the event.

Desert Shores is located on the south side of the sea, about 49 miles from Palm Springs on Highway 99.

The Desert Sun—6¢
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 4, 1954

READ SUN
CLASSIFIED ADS

Indians Meet Perris Friday with Title Hopes Brighter

With the championship again within their sights, Coach Clark Ballagh's gridders will travel to Perris Friday night to meet a team that has been hot and cold during the season.

The Indians are tied with Hemet and Elsinore for the top spot, but as they have defeated both of these teams they hold the lead under league rules and would be accorded the title if defeated the remainder of the season, regardless of what the other teams do.

PERRIS DEFEATED Banning 21 to 6, and Beaumont 37 to 18, while dropping decisions to Coachella 13 to 0, and Hemet 13 to 7.

Comparative scores are the Indians defeating Banning 18 to 14, and Hemet 13 to 12, while

losing to Coachella 20 to 19. The Panthers ran wild last week in routing Beaumont with five players participating in the scoring. It was the last game for Fullback Joe Harris, and his teammates made it a big one.

BOTH TEAMS have a strong defense, with Perris having the edge in offense largely on its Beaumont score. If they could continue their drive this week, which is unlikely, the Indians would be in for an upset.

The other two leaders should have easy times recording their fourth wins, with Elsinore playing at Banning, and Hemet entertaining its crosstown rival, San Jacinto. The other game has Coachella at Beaumont, and the Arabs are heavy favorites to return to the winning column.

Indoor Polo Returns this Weekend with Four Games

Indoor Polo will return to Palm Springs this weekend with four matches scheduled at the Polo Grounds featuring players from San Bernardino, La Jolla and Palm Springs.

To mark the opening of the season, Guy Campbell, in charge of arrangements, has invited a group of players rather than teams, and liberal substitution is expected. The public is invited.

MATCHES SATURDAY will start at 1:45 p.m., with La Jolla Ladies' team meeting a similar group from San Bernardino, and men's teams from the same cities competing in the second event.

On Sunday, at 1:45 p.m., the two men's teams will meet in the opener, and Palm Springs will play La Jolla in the second game. Expected to start for Palm Springs are Bill Moore, Guy Campbell and Lloyd Phillips.

Matches are expected to be held each weekend from now until April, either at the Polo Grounds, at Bill Moore's field sponsored by Tamarisk Country Club, or at Shadow Mountain Club.

THE FOLLOWING SATURDAY, November 13, the annual meeting of the Southern District of the Indoor Polo Association will be held at the Polo Grounds at 12 noon, with about 40 members and their wives expected to attend.

Polo will follow the meeting Saturday afternoon, and a barbecue is scheduled for Saturday

Seniors to Stage Second Tourney at Racquet Club M. E. Cameron Winner in First CV Club Shoot

First tennis tournament of the Racquet Club this fall season will be the second annual Racquet Club Senior Tennis Tournament Friday, Saturday and Sunday, November 12-14. Fifty men are expected to enter the three-day meet.

Among those invited are Van Zerbe, Joseph Clano, John Sisson, Charles Farrell, Paul Cummings, Glenn Austin, Buddy Adler, Greg Bautzer, Solly Baisano, Johnny Mack Brown, Fred Crail, Mel Gallagher, Ernest Herman, Harold Hicks, Bill Hollingsworth, Robert Hill, Lowell Gilmore, Leslie Gay, Norman Krasna, Dean Jagger, Cornwell Jackson, Arthur Drummit, Howard Darrin, Duffy Edwards, Vincent Foote, Sr., Reginald Fleet, Max Gilford.

M. E. Cameron was the winner of the first of six trophy shoots held by the Coachella Valley Rifle and Pistol Club Sunday, shooting 400x28 on the Dewar Course, which includes 20 shots at 50 yards and 20 shots at 100 yards.

Cameron, donor of the M. E. Cameron Perpetual Trophy, also was winner last year.

THE MATCH was close all the way, and at the halfway mark seven of the nine shooters each had 200 possibles, but on the 100-yard range only two managed to score a 200.

Competition is divided into two classes, with Class A including persons in the expert and master classes, and Class B covering those persons who are in the marksman and sharpshooter divisions.

SECOND PLACE in Class A was taken by Bangs Tapscott with 398x31, and third by John Carlson with 398x31.

Tony Rossi was winner of Class B competition with 400x26, and second was taken by Yoshio Nagata with 390x19.

Next monthly trophy shoot will be for the Mills Liquor store perpetual trophy on Sunday, November 28.

world traveler for many years. The program will be at Veterans hall.

Travelogue

Hulberts to Show Pictures of Parks

Citizens of Desert Hot Springs and surrounding area will be treated to a professional travelogue Thursday evening, November 4 at Veterans hall. Don and Ernie Hulbert will present color pictures of Grand and Bryce canyons, Teton, Zion and Yellowstone parks. The showing of the pictures by Hulbert will be accompanied by a talk by Mrs. Hulbert who has been a

TO RENT FOR NOV., DEC., and JAN.

One of Palm Springs finest residences, 575 N. Palm Canyon Drive, an entire block beautifully landscaped fine citrus grove, 3 acres in all. Residence consists of spacious living room, large fireplace, dining room, kitchen, pantry and 4 bedrooms, 3 baths, walled-in patio. Master bedroom has an additional complete diet kitchen. Unit heating. Garage. Rent \$750 per month. Also, guest house with separate entrance at 590 North Belardo, has two bedrooms, living room and kitchen, 2 baths. For the season \$350 per month. These houses are beautifully furnished and will meet with the approval of the most discriminating.

PHONE 3338

TELEVISION SCHEDULE ON YOUR COMMUNITY ANTENNAE SYSTEM

(Operated by the Palm Springs Community Television Corp.) Subscribers to our antennae system are offered the finest home entertainment obtainable in the form of television. Our newest Channel 7 can be dialed on Channel 3 locally. Information regarding the installation of the community antennae system in your home and the purchase of a television set, all in one package can be obtained at the Palm Springs Community Television Corporation, 192 South Indian Avenue, or by phoning 2882.

THURSDAY

MORNING
6:55 2 Give Us This Day
7:00 2 Panorama Pacific
8:00 4 Seven to Eight
8:00 4 Today—Dave Garraway
9:00 2 California Living
9:00 2 Uncle Archie
9:00 2 Breakfast Club
9:30 2 Arthur Godfrey
10:30 2 Welcome Travelers
10:30 2 Time to Live
10:45 4 Three Steps to Heaven
11:00 2 Robert Q. Lewis
11:00 2 Home Show
11:30 2 Linkletter's Hse. Party

AFTERNOON
12:00 2 The Big Payoff
12:30 2 Bob Crosby
1:00 4 Movie—Melodrama
1:30 2 On Your Account
1:45 9 Suspects Wanted
2:00 2 Garry Moore
2:00 7 Movie
3:00 2 Crosby's Calling
3:00 2 Movie
3:30 2 Strike It Rich
3:45 5 Playcrafters Club
4:00 9 Bill Stulla Show
4:30 4 World of Mr. Sweeney
5:00 2 Space Funnies
5:00 4 Pinky Lee
5:30 2 Star Time
5:30 2 The Little Rascals
4:30 4 Howdy Doody
4:30 7 Jack Owens
9:00 2 Gene Norman Show

EVENING
6:00 2 Charlie Chase Comedies
6:15 7 News—Chet Huntley
6:25 2 Sports—Tom Harmon
6:30 2 News—Doug Edwards
6:30 2 Easy Life
7:00 2 Kraft TV Theater
7:00 2 Jane Froman—Songs
7:00 2 Captain Video
7:00 2 Meet Corliss Archer
7:00 2 Death Valley Days
7:00 2 Chance of Lifetime
7:30 2 Name That Tune
7:30 2 Dinah Shore
8:00 2 Hans Chris, Anderson
8:00 2 Ray Milland Show
8:00 4 Groucho Marx
8:30 2 The Mail Story
8:30 2 Climax
8:30 4 Justice—Legal Cases
8:30 2 T-Men in Action
9:00 2 Pro Football Plays
9:00 2 Dragonet, Webb
9:00 2 Want to Lead a Band?
9:30 2 Four Star Playhouse
10:00 2 TV Theater—Drama
10:00 2 Public Defender
10:00 2 Video Theater—Drama
10:00 2 City at Night—Tours
10:30 2 The Falcon
10:30 7 Movie
11:00 2 News, Sports, Weather
11:00 5 Eye Witness
11:00 9 News, Sports, Weather
11:30 2 Movie

FRIDAY

MORNING
9:30 2 Garry Moore—Variety
10:00 4 Ding Dong School
10:30 2 Welcome Travelers
11:00 2 Robert Q. Lewis
11:00 4 Home Show—Women
11:30 2 Linkletter's Hse. Party

AFTERNOON
12:00 2 Big Payoff—Quiz
12:30 2 Bob Crosby
1:30 2 On Your Account
2:00 2 Garry Moore
3:00 2 News
3:05 2 Movie
3:30 2 Strike It Rich
4:15 2 Secret Storm—Serial
4:15 2 First Love—Serial
4:15 2 Make Believe Ballroom
5:15 2 Space Funnies
5:30 2 Little Rascals
4:30 4 Howdy Doody
7:00 2 Jack Owens

EVENING
6:00 2 Charlie Chase Comedies
6:15 7 News
6:30 2 News
6:30 2 Easy Life
7:00 2 Perry Como
7:00 2 Captain Video
7:00 2 Amos n' Andy
7:00 2 Boxing
7:15 5 Popular Science
7:30 2 Person to Person
7:30 2 Family Playhouse
7:30 2 Rin Tin Tin
8:00 4 Red Buttons
8:00 5 Lawrence Welk
8:00 7 Ozzie & Harriet
8:00 9 Rose Bowl Race
8:30 2 Topper
8:30 4 Eddie Fisher
8:45 4 Moments in Sports
9:00 2 Playhouse of Stars
9:00 4 Big Story
9:30 2 Western Varieties
9:30 2 Dollar a Second
9:30 2 Our Miss Brooks
10:00 2 The Lineup
10:00 4 Foreign Intrigue
10:30 2 TV Theater
10:30 2 Tales of Tomorrow
11:00 2 Regal Theater
11:00 2 News
11:15 4 News
11:30 2 Movie

SATURDAY

MORNING
9:45 2 Daily Devotions
10:00 2 Youth Takes a Stand
10:30 2 What in the World?
10:30 2 Sports Line-Up
10:45 4 Canadian Pro Football
10:55 7 NCAA Football Game
11:00 2 News
11:30 5 Movie

AFTERNOON
12:00 2 Lone Ranger
12:30 2 Movie
1:30 4 Professional Basketball
1:35 7 Post-Game Scoreboard
2:00 2 Winkly Dink and You
2:30 2 Contest Carnival
2:30 4 Sports Summary
2:45 4 Music from Hollywood
3:00 4 Farms and Gardens
3:30 2 Movie
3:45 4 Your Air Force Theater
4:00 4 Halls of Science
4:15 9 UN Newsreel
4:30 4 Outdoors with Waggy
5:00 2 Chronoscope
5:00 4 American Inventory
5:15 2 News
5:30 2 Little Theater
5:30 4 American Forum

EVENING
6:30 2 Beet the Clock
6:45 7 Big Playback
7:00 2 That's My Boy
7:00 2 The Ruggles
7:15 4 Call the Coach
7:30 4 Ethel and Albert
8:00 2 Jackie Gleason
8:00 4 Mickey Rooney
8:00 5 Spade Cooley
8:15 7 Sports
8:30 4 Place the Face
9:00 2 Two for the Money
9:00 4 Imogene Coca
9:30 2 My Favorite Husband
10:00 2 Jimmy Durante
10:00 2 Henry Fonda
10:30 2 George Gobel
10:30 2 Willy—June Havoc
10:30 4 Hit Parade
10:30 5 Play Marco
11:00 2 Juke Box Jury
11:00 4 Vampira
11:15 4 Best of Hollywood
12:00 2 News

SUNDAY

MORNING
9:00 4 Mr. Wizard
9:25 2 Give Us This Day
9:30 2 Light of Faith
9:30 4 Zoo Parade
10:00 2 Lamp Unto My Feet
10:30 4 Youth Wants to Know
10:30 2 Look Up and Live
11:00 4 Catholic Hour
11:00 2 News
11:15 2 Operation Safety

AFTERNOON
12:00 2 Now and Then
12:00 5 Ask the Doctor
12:30 2 Adventures
12:30 4 Zoo Parade
1:00 2 The American Week
1:15 9 Celebrity Time
1:30 2 The Search
2:00 2 Omnibus
2:30 4 This is the Life
2:30 7 Super Circus
2:30 9 Pro Football
2:30 4 Teen-Age Trials
3:00 4 Get the Facts
3:30 2 Cavalcade of Books
4:00 2 Norvell Gillespie
4:00 2 Chronoscope
4:15 2 News
5:00 2 Movie
5:30 2 Gene Autry
5:30 7 Dick Tracy

EVENING
6:00 2 You Are There
6:00 4 Meet the Press
7:00 2 Wild Bill Hickock
7:00 2 Lassie
7:00 4 Roy Rogers
7:00 5 Chico and Pablo
7:00 2 Soldier Parade
7:00 2 Private Secretary
7:00 4 Football Highlights
7:30 2 Sunday Show
7:30 2 What's My Line?
8:00 2 It's a Great Life
8:00 2 Playhouse
8:00 2 Toast of the Town
8:30 4 Community Chest Show
8:30 9 Mark Saber
9:00 2 Fred Waring
9:00 4 TV Playhouse
9:00 5 Bandstand Revue
9:15 7 Walter Winchell
9:30 2 The Wright Show
9:30 2 Honestly Celeste
9:30 2 Community Chest Show
9:30 9 Football
10:00 2 Father Knows Best
10:00 4 Loretta Young
10:00 5 Teleforum
10:30 7 Break the Bank
10:30 9 TV Juke Box
10:30 4 The Hunter
10:45 7 The World Church
11:00 4 News
11:15 4 News

8TH ANNIVERSARY SALE 8TH ANNIVERSARY SALE 8TH ANNIVERSARY SALE

8TH ANNIVERSARY SALE 8TH ANNIVERSARY SALE 8TH ANNIVERSARY SALE

Greatest Shoe Sale of the Year

TERRIFIC PRICE REDUCTIONS — AT COST! NEAR COST!

SALE STARTS FRIDAY, NOV. 5th

DOORS OPEN 9:00 A.M. —DOORS OPEN AT 9:00 A.M.

WOMEN'S WEDGIES

ORCHID and COBBLERS
Good Sizes
Values to \$10.95

5⁸⁸

WOMEN'S HEELS

High - Medium - Low
Various colors—Nationally
Advertised Brands
Values to \$11.95

5⁸⁸

FOR HIGH SCHOOL GIRLS

FINE LATEST STYLES
Slip ons — One Group
Values to \$4.95

2⁸⁸

LADIES' WASHABLE

Nationally Advertised Brands
Values to \$4.95
All good sizes

2⁴⁴

EXTRA! EXTRA! CHILDREN'S SHOES

EDWARDS WHITE OXFORDS
One Group
Goodyear Welts

3⁸⁸

MEN'S CUSHION CREPE

OXFORDS — One Group
Values to \$11.95
Good sizes

4⁸⁸

MEN'S DRESS SHOES

Nationally Advertised
Good selection of sizes
Values to \$14.95

6⁸⁸

CLOSE OUTS

STACEY ADAMS — CITY CUB
BOSTONIANS
Values to \$22.95

9⁸⁸

BOYS' SHOES

Oxfords and Buckle Styles
Official Boy Scouts - Buster Brown
Close out! Values to \$8.95

4⁸⁸

MEN'S WORK SHOES

Well Known Brands
Close out values
to \$10.95

4⁸⁸

— ALL SALES FINAL —

INDIO SHOE STORE

45-102 SMURR AVENUE
INDIO, CALIFORNIA

DIVOTS from PALM SPRINGS

By AVERY ALLEN

After four days on the mike at the first tee of the So Cal Open at Tamarisk I spent all last night watching little white balls sail out into the blue... wondering if I could keep the ball game on schedule... It was a great thing all the way.

Most of the Hollystars made the Pro Am which was the opener of the four-day whiffing... Bing looked a little off his stick and in need of some more time in the sun... Phil Harris, back from Eisenhower, was a real find. He had a fishing vent, was in perfect timing and the crowd ate it up... Ralph Kiner, who just for the record had himself a little of 69 down Thunderbird way the other day and took a buck or two from Milt Hicks and Olin Dutro in so doing, played his usual long off-the-tee game... Gummo Marx and his little bro Harpo were entered and the gallery loved them... Harpo is now wearing shoes to play in... poor kid has been barefoot so long. Wrapped up into a real nice semi-main event.

MILO AND TINY put the Open on the road with their season's opening buffet dusk and dark time Thurs... anytime I have trouble at home I'm going to their houses to eat... they are the greatest for eat and hell for fun too. This was my first So Cal Open and I was like a Country kid at his first circus... All the greats today, yesterday and tomorrow... a little like watching three rings at the same circus and trying not to miss a lick... And speaking of the greats of tomorrow I want to go on the books as being high on this new crop of kids coming along... dedicated to their game... just the kind of kids you wish you could take home to dinner. Kids like Bud Holscher, Eddie Myerson, Gene Littler, Bob Rosberg and John Langford... they've got to go far... they're just right in their hearts. When you meet Bud's little wife Bonnie who makes the tour with him and his Mother and Dad you see why this boy, just skidoo age, is going to the top... he can't miss... in my future

book he's a cinch bet. Guess I'm not alone... George Traveil was down with a movie crew taking library shots of Bud and Gene in the Open... going to paste it together into a golf thing which should be ready for release around the first of the year... George might have chosen big name hitters but he, like me, believe these kids are the real golf story today and tomorrow... hope they all make a jillion... swell idea... great for the game.

AND JUST IN CASE three days of the Open wasn't a big enough dish Bob Rosberg, when he missed that three footer on 18, threw the deal into another day's playoff with Jerry Barber for first spot... I'm still on the pills... I can handle just so much... can't watch without raising my systolic... wonder how I'd feel trying to drop those money puts... those guys must be loaded with Scopy Doyle's I can't feel and I don't care pills.

Saw Fred Ingram and Harold West in the gallery at the same time... wonder who was watching the vault... Norman Krasna, Eddie Silverman, Asher Levy, Henry Weinberger, Lou Golan, Lou Kess who was down for the Magic Show with some doll samples, the Art Anderson's (he the tourney chairman)... just a lot of biggies from the blue corners present... golf's blue book.

And so to bed with the '54 Open in the record book as one of the greatest... Palm Springs weather... friendly friends... good wine... a great five days of golf at Tamarisk... and from America's Winter Golf Capitol here's hoping every guest will find the sand that was put in their shoes and re-use soon... the sun and we will be waiting to welcome you back.

Crosby Plays Many Different Courses

Author of "A New Way to Better Golf," Teacher of Champions

Action photos of Bing Crosby bring to mind a side to every golfer's life, namely, the desire to play a lot of different courses and the notion that he should score better on the course "ove, the hill."

The desire to see new courses is a perfectly natural part of golf. It fits with the spirit of adventure and the challenge of everchanging playing conditions. And playing over different courses does help to improve your game to some extent. The notion that you should score better at some courses away from home is not justified by the change alone. The new course would have to play at least 25 per cent easier than your home layout. Otherwise any new setup makes it less likely that you'll score better.

Here are a few of the reasons. Familiarity is one of the biggest factors in determining the results of your performances. This is proved whenever you try anything new about your swing, take on a different club or put on a pair of shoes.

Going to an extreme example you probably can recall poor performances caused by nothing more than a single subtle suggestion that small things about your game might be different, though actually they were not. To put it bluntly, if you haven't solved your problems at home why do you think that getting away is the solution?

The layout of most courses affords one illusion after another, making both distance and direction hard to judge properly. The strange turn may seem slow when it is fast. Sand in the traps is lighter or heavier. Your partner or playing opponents may have playing styles or habits that upset you.

Yes, you can alibi. "Once I get the feel of this new course I'll do a lot better." But, there's the tip.

You'll do better only after you have overcome the same faults that handicap your play at home and it will be many times easier to lick them at home.

FIND BICYCLES
A sports racing bicycle which had been left in her yard at 574 Hermosa drive for three days, was turned over to police Monday by Barbara Windsor.



Bing Crosby, who has a home at Thunderbird, in playing many different golf courses in the U.S. and abroad, has fulfilled the desire of every golfer to see if he can't play better on the course over the hill. Morrison explains performance away from home.

Suitcase Stolen from Automobile

Theft of a suitcase from his unlocked car when he left it unoccupied a few minutes while going to a grocery store was reported to police Saturday evening by Thomas J. Mullins, 314 North Indian avenue. The theft was discovered while he was enroute to Los Angeles, Mullins said, and he returned here immediately to report the incident. Articles included clothing and a watch, all valued at \$140.

The Apartment Sun—7a and PALM SPRINGS NEWS

THURSDAY, NOVEMBER 4, 1954

Legal Notices

NOTICE OF TRUSTEES SALE
No. T.S. 5152
NOTICE IS HEREBY GIVEN that on Friday, the 12th day of November, 1954, at 2:00 o'clock p.m., at the Main Street entrance to the County Court House, in the City of Riverside, County of Riverside, State of California, Security-First National Bank of Los Angeles, as Trustee under the Deed of Trust executed by Gabriel B. Kovach and Anna B. Kovach, his wife, in favor of Manya G. Kovach, an unmarried woman, recorded on May 3, 1952, in Book 1365, Page 374 of Official Records of Riverside County, by reason of default in the payment or performance of obligations secured thereby, and notice of default and Beneficiary's election to cause to be sold the property herein below described, being hereinafter described as provided for by law and more than three months having elapsed since such recording, will sell at public auction to the highest bidder for cash (payable in full) the following described parcel of land, to-wit: Lot 1, Block 1, Subdivision of the Estate of Francis Vaughan Shannon, also known as Frank Vaughan Shannon, Deceased, within six months after the first publication of this notice.

NOTICE TO CREDITORS
Estate of Francis Vaughan Shannon, also known as Frank Vaughan Shannon, Deceased, December 1, 1954. NOTICE IS HEREBY GIVEN by the undersigned LILA PERGUSON SHANNON, Administratrix, with the Will Annexed of the Estate of Francis Vaughan Shannon, also known as Frank Vaughan Shannon, Deceased, to the creditors of said deceased, to present their claims against the estate of said deceased to the undersigned, within six months after the first publication of this notice.

NOTICE OF SALE OF REAL PROPERTY
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Two Services for Community Church Sunday

Duplicate worship services will begin Sunday at Community church, Dr. Blackstone Jr., pastor, said. The first service is at 9:30 a.m., and the second one begins at the regular time of 11 a.m. A nursery will be provided for the care of young children from 9:15 to 12:15 with a trained nurse in charge. Special music, scripture reading and a message by Dr. Blackstone will be included in a special broadcast at 9:30 a.m. and will be heard at this same time each Sunday.

Dr. Blackstone will preach at both services using as his subject "Christian Growth Through Service." New members will be received into the fellowship of the church at 11. The Chancel Choir will sing at the 11 o'clock service and the High School choir will be heard at the 9:30 service. Sunday School will continue with its regular schedule beginning at 9:30. The Adult classes will combine and meet at the 9:30 hour in the church parlor with Rev. Deran Yaylian as the teacher.

The Christian Endeavor groups will meet at 6:15 p.m. The high school will meet in the church parlor and will have a "Wordless Meeting." The Junior High group will meet at the same hour in the Youth Chapel with Dr. and Mrs. Blackstone in charge.

At the evening service beginning at 7:30, the sound motion picture "Stranger in the House" will be shown.

Deception to be Topic Saturday of Pastor Smith

"How the Whole World is Being Prepared to Receive the Devil's Last and Crowning Deception," will be the subject of Pastor D. Kenneth Smith at 11 a.m. Sabbath worship services of the Palm Springs Seventh-day Adventist church Saturday.

The lesson to be studied by the Sabbath School, beginning at 9:30, is entitled, "God's Presence With the Suffering."

Tuesday evening at 7:30 p.m., there will be the fourth study in the Book of Romans. This is proving to be a very helpful series to those attending.

The Tuesday evening class is currently being conducted by Pastor Fritz Guy of the Indio Seventh-day Adventist church.

"ADAM AND FALLEN MAN" LESSON-SERMON SUBJECT

"If thou return to the Almighty, thou shalt be built up, thou shalt put away iniquity far from thy tabernacles." This verse from Job (22:23) is the Golden Text of the Lesson-Sermon on "Adam and Fallen Man" in all Christian Science services Sunday.

The majesty and glory of God made manifest through His great love to man is revealed in these words of the Psalmist (84, 6), "What is man, that thou art mindful of him? and the son of man, that thou visitest him? . . . Thou madest him to have dominion over the works of thy hands; thou hast put all things under his feet."

Readings from "Science and Health with Key to the Scriptures" by Mary Baker Eddy include the following: "Mortals have a very imperfect sense of the spiritual man and of the infinite range of his thought. To him belongs eternal life." "His birthright is dominion, not subjection." (pp. 258, 518).

Oceanside Man Plans Big Hotel

A two-acre piece of property on North Palm Canyon drive, owned by the Milleray Corporation, has been purchased by Max E. Lipman of Oceanside, Terry Ray, realtor, is secretary of the corporation.

The new buyer plans to build a hotel and shopping center on the property in the near future. The land, which is on the corner of Escuela, has 240 feet frontage on Palm Canyon. Lipman has built other market centers throughout California and feels that Palm Springs, with its rapid growth, is ready for this type of operation.

This well known property was sold by Amy Nelson, realtor, with the cooperation of Helen Churchill of the Terry Ray office.

Lutheran Services

Youth Center

386 No. Belardo Road

Every Sunday

at

8:30 A.M.

Rev. Paul A. Hilgendorf, Jr.

Choir Training Plans Announced at Cathedral City

Officers of the Cathedral City Community church have engaged Mr. and Mrs. Arden Clute of Redlands University to train their two Youth Choirs. Clute is a student preparing for the ministry and majoring in music and Mrs. Clute is also a musician.

The Music Committee, Albert E. Luster, Mrs. Norman C. Wickland, Jack Hillery and Mrs. Forest G. Wheeler, urges all students of the Cathedral City area to avail themselves of this opportunity to sing together under trained directors.

The Junior Choir, composed of young people of the fourth, fifth and sixth grades, meets for rehearsal with the Clutes at the church at four o'clock each Sunday and have an extra practice at 3:15 p.m. Wednesday. The Youth Choir of Junior high students and older, meets at five o'clock each Sunday at the church.

Plan Additions to Cathedral City Church in 1955

Community Church of Cathedral City, the Rev. Dr. Graham Hunter, minister, adopted a program for the year, 1955, last Sunday. Part of the program is the addition of two classrooms. The Women's Auxiliary is to meet today at 1:45 p.m. at 38-575 D street with Mrs. Hunter telling about the gathering of 6,000 women at Purdue University last summer.

Sunday Dr. Hunter will speak about "Christian Outreach: the Churches' New Adventure." Wednesday members and friends will meet for their monthly "covered dish" supper. The annual cooked food sale and bazaar under auspices of the Women's Auxiliary will be on Friday, November 19, and the women invite donations of cooked food.

Hours Changed at St. Theresa's

Fr. Michael E. O'Donohoe of St. Theresa church announced a change in the hours for Mass effective Sunday, November 7.

Masses will be celebrated at 7:30, 9, 10 and 11 a.m. The 12 o'clock Mass will be discontinued.

Confessions for the first Friday in November will be heard from 4 to 5 p.m. and from 7 to 9:30 p.m. on Thursday.

Masses for the first Friday will be at 7:30 and 9 a.m.

Wesley Peper Taken by Death

Last rites were said Tuesday at Laguna Beach for Wesley M. Peper, 686 South Camino Real, who succumbed Friday at the home of his daughter, Pat Peper of the coast city.

He had been ill for some time.

He is survived by his wife, Elizabeth, and two daughters.

CATHEDRAL CITY

By PAUL AND MILDRED CLARK

ACT FOR SAFETY

The third automobile accident on residential streets, in as many weeks, occurred Saturday afternoon, with fortunately no one hurt, but badly smashed cars.

Because of the physical make-up of the narrow streets, and still narrower lanes, there is no room for sidewalks and curbs which would give greater visibility at the intersections. Hence auto traffic throughout the village closely adjoins front and back yards. The first and perhaps the easiest step towards alleviating accidents is the trimming back closely of all trees and shrubbery growing close to corners, as it has been shown that the majority of the accidents are at corners blinded by such growth. This column suggests that every one owning property at corners carefully examine the shrubbery on the street intersection to see if it is obscuring the view.

OFF-STREET PARKING
Cathedral City's first regulation off-street parking lot has just been officially opened. The 50-foot lot adjoining Pottery Cathedral Grocery and extending from Broadway to Second street has been leveled and paved and is now in process of being directionally marked and striped for parking stalls. Cars will enter from the Broadway side and exit on Second street.

HALLOWEEN PARTY

Five Girl Scouts of Troop 21 were hostesses at a Halloween Party at their last meeting. These girls were Patty Havhurst, Gracie Nelson, Jackie Goode, Nancy Green, and Barbara Goode. Their guests were Karen Hanson, Patsy Sanders, Jean Noyes, Diane Walker and Rita Krupp. The girls came in costumes including a monster, a granny, Hawaiian and Arabian dancers, several gypsies and a pioneer couple. Refreshments were served with lots of popcorn and the girls had a good time playing games.

REUNION AT LEFF HOME
Guests for two days of Dr. and Mrs. M. I. Leff, were Mrs. Valentine Lancaster and her daughter, Valda, of Melbourne, Australia. The Lancasters had not seen the Leffs for 20 years and the reunion was exciting. Their visit was enhanced by an accidental meeting with Bing Crosby at Tommy Barker's last Thursday evening. Valda Lancaster told the Leffs that Bing was known as "The Maestro" down under, and that at a going-away party her friends had given her before departure for America, they had teased her about at least having a glimpse of Bing while in New York, as he was their favorite on radio. Miss Lancaster thought she was dreaming when he walked into Tommy Barker's, and was seated at an adjoining table. The Maestro graciously offered to write a note to her that she might show her friends, when she returned to Australia. On the attractive daily before him, he wrote: "To Val Lancaster: Tell the Aussies about the wonderful fried chicken you had here. Bing Crosby." This wasn't quite as romantic as Valda had hoped, but it was something to write "halme" about and to show the "Aussies."

**LYKKEN SPEAKER
at District Scout
Dinner Session**
Approximately 100 persons attended the Palm Springs District Boy Scout dinner last Wednesday, which was featured by the address of Carl Lykken, president of the Riverside county council, Boy Scouts of America.

Lykken told of his trip to Europe, about the Scouts he had met there, and of visiting the shrine of Lord Baden Powell, the Father of Boy Scouting.

Other speakers were: Jacques Crommelin, district finance chairman, who told of the "wonderful work being done for Scouts by the Community Chest;" Claude Chapin, district chairman, who pointed out the necessity of manpower, cooperation and trained leaders; Bob Toronto, assistant Scout executive; Carl Helmick, Scout executive for the Riverside council; James Morton, Cub Scout committee chairman.

Harry Hill was the chef, and assisting him in preparing the steak dinner were many Scouts, and Explorers from Desert Hot Springs and Cathedral City.

Red Kenyon was chairman of the arrangements committee.

FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS

A Branch of the Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Sunday Service, 11 a.m.

Wednesday meetings 8 p.m.

(Women's Clubhouse)

Sunday School, 9:15 a.m.

271 Ocotillo Avenue

You are invited to attend service, and to use the Reading Room, located in The Center.

Formal Opening Friday, November 5th

We cordially invite you, your family and friends to be our guests at the opening of our new enlarged store. More proof of the tremendous growth of our business and the community

The exquisitely appointed men's, women's and children's departments and the spacious approach typify the traditional hospitality of Palm Springs.

The most exciting new shoe collection will be on display. You will preview the newest in color, fabric and design of what is to come from the world's leading shoe designers.

As a token of appreciation, we will have a gift for each man, woman and child.

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ANNIVERSARIES

"The Anniversary Waltz" could appropriately have been the theme for the biweekly potluck supper held by the residents of the DeLuxe Trailer Park Tuesday evening of last week. The wedding anniversary of two couples were celebrated, honoring Mr. and Mrs. George W. Tarr who have been married sixty-five years and Mr. and Mrs. Sam Christmor, married forty-five years. There were about one hundred and five park guests participating in the dinner and festivities with the honored guests seated at an individual table attractively decorated with candles, desert flowers and smoke tree branches. A decorated anniversary

cake was the gift of Mr. and Mrs. Frank Cromwell, park managers, and after being cut by the two honored ladies was served with ice cream to the other diners. Following dinner, dancing to the music of Bud Fairclough at the piano was enjoyed. Clarence Adams acted as Master of Ceremonies for the party, with Mrs. Ruth Meyers serving as chairman, assisted by Mmes. Doris Clemons, Harriet Hart and Jane Flynn.

WOMAN'S CLUB MEETS

First board meeting of the Cathedral City Woman's Club was called by the president, Mrs. Marjorie Ballagh for Monday morning with the attractive patio of Moon Manor the meeting place. Many important plans for the year were discussed, with special emphasis given to plans for the Christmas Fair. It is hoped by the committee in charge of this event that it will be a huge financial success as the money is to be used for a very worthwhile project which was to be presented to the club at the meeting yesterday in Town Hall. Coffee and cookies were served by the hostess, Mrs. Iva Mhoon.

Douglas Will has returned from a long Summer spent in Washington and Montana to operate his Sun-Glo cottages. Will's mother, Mrs. Agnes Will, and a life-long friend, Mrs. Blenda Tuttle of Seattle arrived with him to spend the Winter in Cathedral City. Mr. and Mrs. Al and Doris Sprague, old-time residents and property owners in Cathedral City, have been looking after Will's cottages since the opening of the season until he could return.

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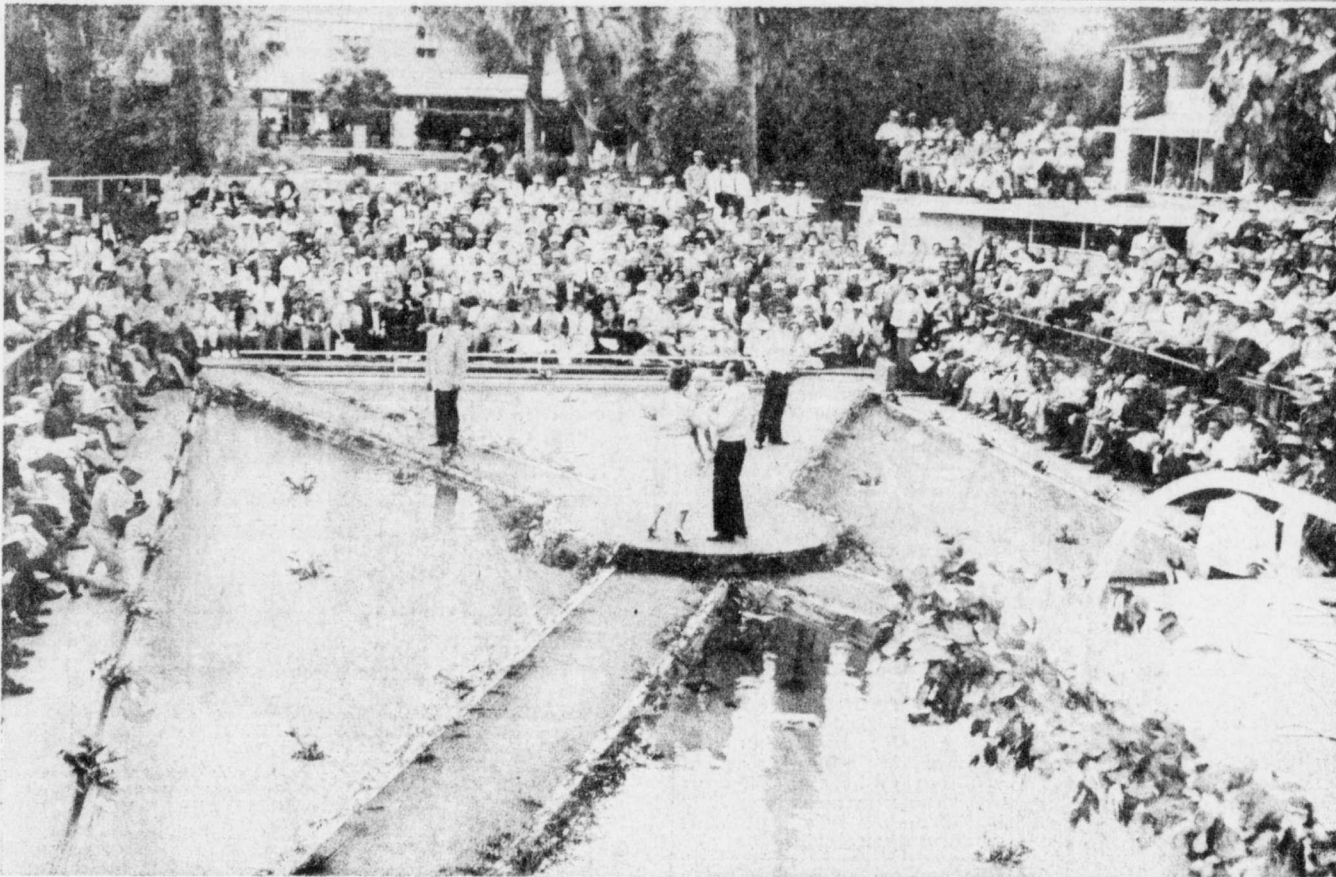
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Toby and Ted Forbes are visiting in the village for a few weeks at John Nachants Sunkist Bungalows. Mr. and Mrs. Forbes, since selling the living in Orange, but are again thinking of a Winter home here on the desert.

New Styles for Men to Utilize Rainbow's Colors



MAGIC EXTRAVAGANZA — Leroy Prinz, created a gorgeous setting for the display of the new 1954-55 fashions for men as shown by MAGIC. At near water level models glided across walks to a center platform where they displayed their styles

and then returned across flower festooned walks. More than 2,000 persons were jammed around the swimming pool while several hundred more strained at the barriers for a sight of the show.

Bright Hues Predominate in Fashions

New Male Styles Shown by MAGIC at El Mirador

By BILL RASHALL

If that you hoo sounding whistle smacks against your eardrums, gentlemen, don't look around for some curvaceous female that your roaming eyes may have missed.

The whistle will be directed at you. For your benefit and only because you may fall victim (and you really may) to the lure of those new fashions displayed by member manufacturers of the Men's Apparel Guild in South California Sunday afternoon before more than 2,000 retail haberdashers.

More than a thousand waited and strained against taut ropes guarding the entrance to the Olympic swimming pool area of El Mirador hotel where the extravaganza in colorful male attire was paraded across improvised walks that stretched in a star shape the length of the swimming pool.

THE STAGE was the creation of Leroy Prinz, famed motion picture dance director and twice the winner of that industry's coveted Oscar. Harry Von Zell, nationally known radio and TV announcer MC'd the show.

Now for the styles and the new colors that have so abruptly entered the dull lackluster attire of the male of the species.

To soften the blow, the men of MAGIC coined a word for the colors they are going to try with might and main to foist upon the world of men. It is helio-colors—and helio colors consist of pink, bright blue, lavender (don't start whistling yet), chartreuse, charcoal and these are not the color combination of neckties, either.

THESE NEW COLORS — it was said by experts—are the hues the male has been secretly longing for these many, many years. They will be found in walking shorts, suits, shirts, casual jackets, stockings and even shoes to match those colors.

Berton of California, in the writer's opinion at least, sprang the greatest surprise on the industry when he walked out a model attired in a wood-pulp and silk ensemble. It was silhouette in the 19th degree. The jacket came down to just at hip level while the front continued on down to a rounded point with a one button enclosure. Trouser pockets are easily accessible and the entire suit is really chic, fellows.

FURTHERMORE, you'll be wearing them too, if the experts are correct in their prediction. Irwin Berton showed Frank Bogert and me the suit while it was in the process of styling some months ago and you should have seen Frank's eyes bulge, asking eagerly at the same time, "When will I be able to buy such a suit?"

And the experts, in order to see that their predictions bear fruit, in a panel discussion came up with this suggestion: "Have your sales persons wear these clothes and your patrons will buy them as a result."

"All that has to happen is for someone to break the jam of years of pent up desires for the clothes we are showing today and the demand will be like a tidal wave," declared I. Bud Whiser, who conducted a panel discussion regarding advertising, publicity and promotion with eight fashion editors who were present from many parts

See **COLORFUL**, Page 2b

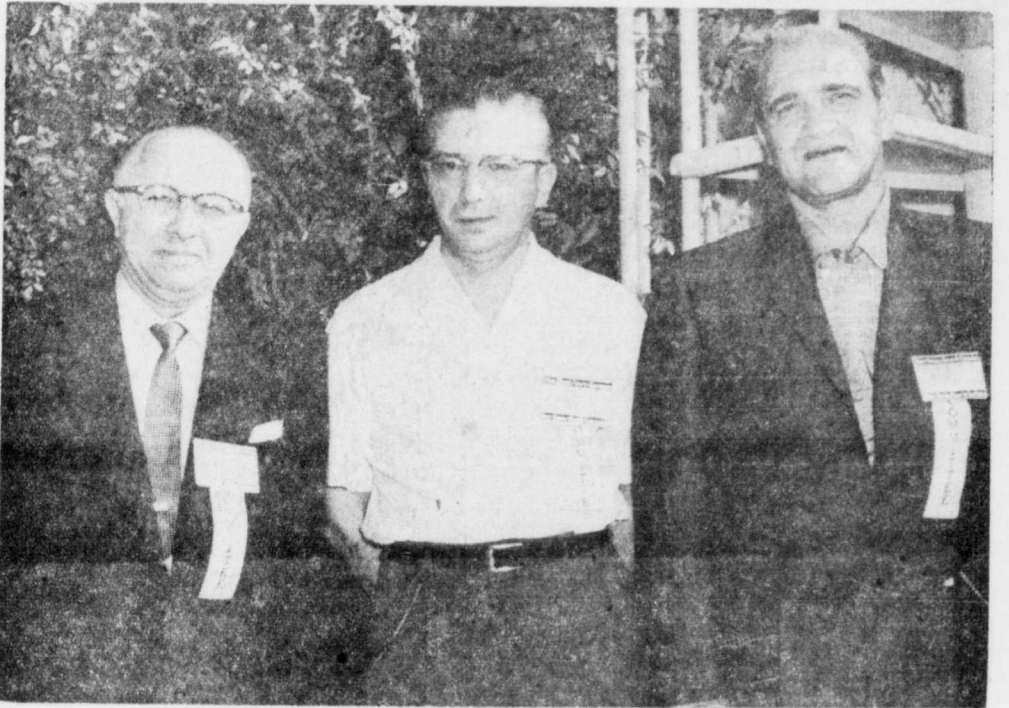
THE DESERT SUN

TWENTY-EIGHTH YEAR

and PALM SPRINGS NEWS

Page 1-b Palm Springs, California, Thursday, November 4, 1954

2nd Section



BAGIC AND MAGIC VIPS — The three leading executives of Men's Apparel Guild in California and Boy's Apparel Guild in California posed for the picture above. They are left to right, Joseph Komorow, president of BAGIC, Phil Kurtzman, prexy of MAGIC and his vice president, Irwin Berton, who created the new silhouette for men, a model he is wearing.



FOR THE ENTIRE FAMILY — Berktowne of Hollywood featured a matching ensemble for mother, dad and the children.

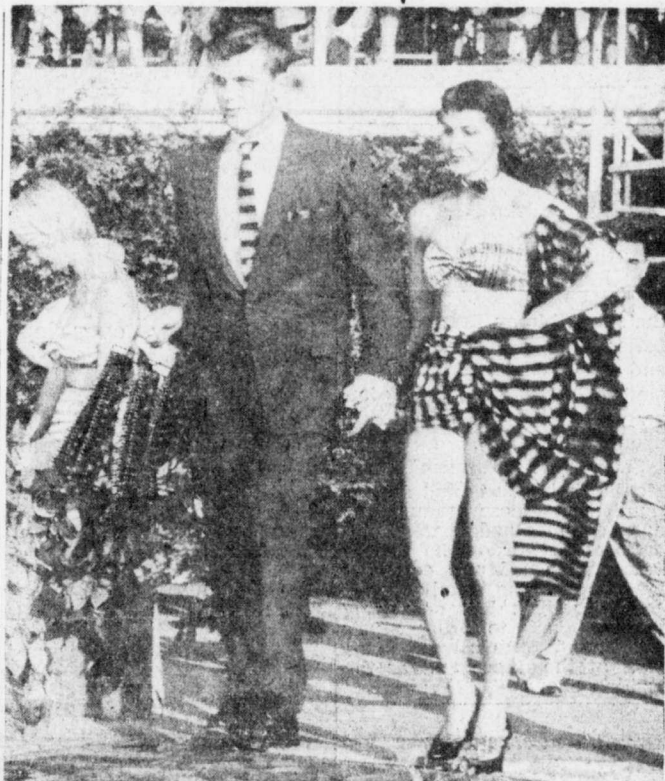
COFFEE
at a Saving!
COFFEE
in Seconds!

...and coffee at its finest for only Edwards has that
**HUSBAND-
PLEASING
HEARTINESS!**

Here's a real man's coffee... full-bodied and hearty... with the flavor of the world's richest coffees! Edwards Instant not only reduces coffee bills as much as one-half — but shortens coffee-making time to seconds!



EDWARDS Instant COFFEE
featured at **SAFeway**



WHAT TIES! — The kind men wear and the manner in which they were displayed left men gasping with awe. Picture the cravat attire of the damsel above and her companion carrying the kind you wear around your neck.

Give her the freshness of a morning in May
With laundry dried the **MODERN WAY**

in a new Automatic GAS CLOTHES DRYER



With a gas clothes dryer, you simply set the controls for the degree of dryness you want—"dry" or "damp dry." In minutes, clothes are ready to take out.

"Damp dry" clothes iron quickly and easily. No sprinkling necessary. Many items like towels, cotton knits and corduroys dry so wrinkle-free they need no ironing. Just smooth out, fold and store.

Ultra-violet lamp gives laundry a sweet, fresh fragrance. Clothes are fluff-dried in dust-free, germ-free air. No danger of fading—colored fabrics stay bright.

For a limited time
FREE INSTALLATION
If you buy now, normal
installation is free.

Illustrated is the **CALORIC** Automatic Gas Clothes Dryer.

One breath will convince you! Clothes dried in a new automatic gas clothes dryer have the sweet fragrance of a sun-splashed morning in spring.

What's more, air in a gas clothes dryer is far cleaner than the dust-laden breezes that whip across many a drying yard. Colored fabrics stay bright—last longer. So, for the softest, fluffiest, sweetest-smelling wash ever, dry your clothes the

Modern Way—in a new automatic gas clothes dryer. For a typical family of 4 the operating cost for a dryer is less than 35¢ a month. And for a limited time normal installation is free.

See the new automatic gas clothes dryers demonstrated this week. Gleaming displays are now on view at dealer's or your Gas Company. (Hint for men: a gas clothes dryer is a perfect Christmas gift.)

SOUTHERN CALIFORNIA GAS COMPANY

Only **GAS** gives you such modern automatic appliances

Offer applies to the following makes of Automatic Gas Clothes Dryers:

ABC • BENDIX • BLACKSTONE
EASY • HAMILTON • NORGE
ROPER • SPEED QUEEN
WEDGEWOOD • WHIRLPOOL

GOING AWAY for the HOLIDAYS?

Try our
FREE
Trip-planning
Service

J. H. Pruett, Jr., PTM
Southern Pacific Co.
610 South Main Street
Dept. BE, Los Angeles 14, Calif.

I am interested in a trip to _____
I want to go ☐ Pullman ☐ Chair Car
Please send ☐ Folders ☐ Schedule
Name _____
Address _____
City _____ State _____

Southern Pacific

For any worthy
purpose...



Borrow
up to \$1500

WITH A **Timeplan**
PERSONAL LOAN

Service is quick, confidential, friendly. If you like, you can borrow on your car, paid for or not. Ask for the **Timeplan** Department... at any branch!

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CARTHAY MORTGAGE CO.
announces
Funds to purchase or make
2nd Trust Deeds
in Palm Springs area.
For information write to—
Carthay Mortgage Company
6399 Wilshire Blvd.
Los Angeles 48, California
or call YOrk 1171

Comfort! Convenience!
**SMALLEST, LIGHTEST
HEARING AID IN
ZENITH HISTORY!**

3-transistor "ROYAL-M"
Tiny but mighty... as powerful as
some hearing aids at least twice its
size... smaller than many hearing
aids selling at twice its price! Operates
for 10¢ a week on one tiny battery!
Wear and compare... on our 10-day
money-back Guarantee.
\$100 Base Conduction Accessory at
Moderate Extra Cost
EASY TIME-PAYMENT PLAN

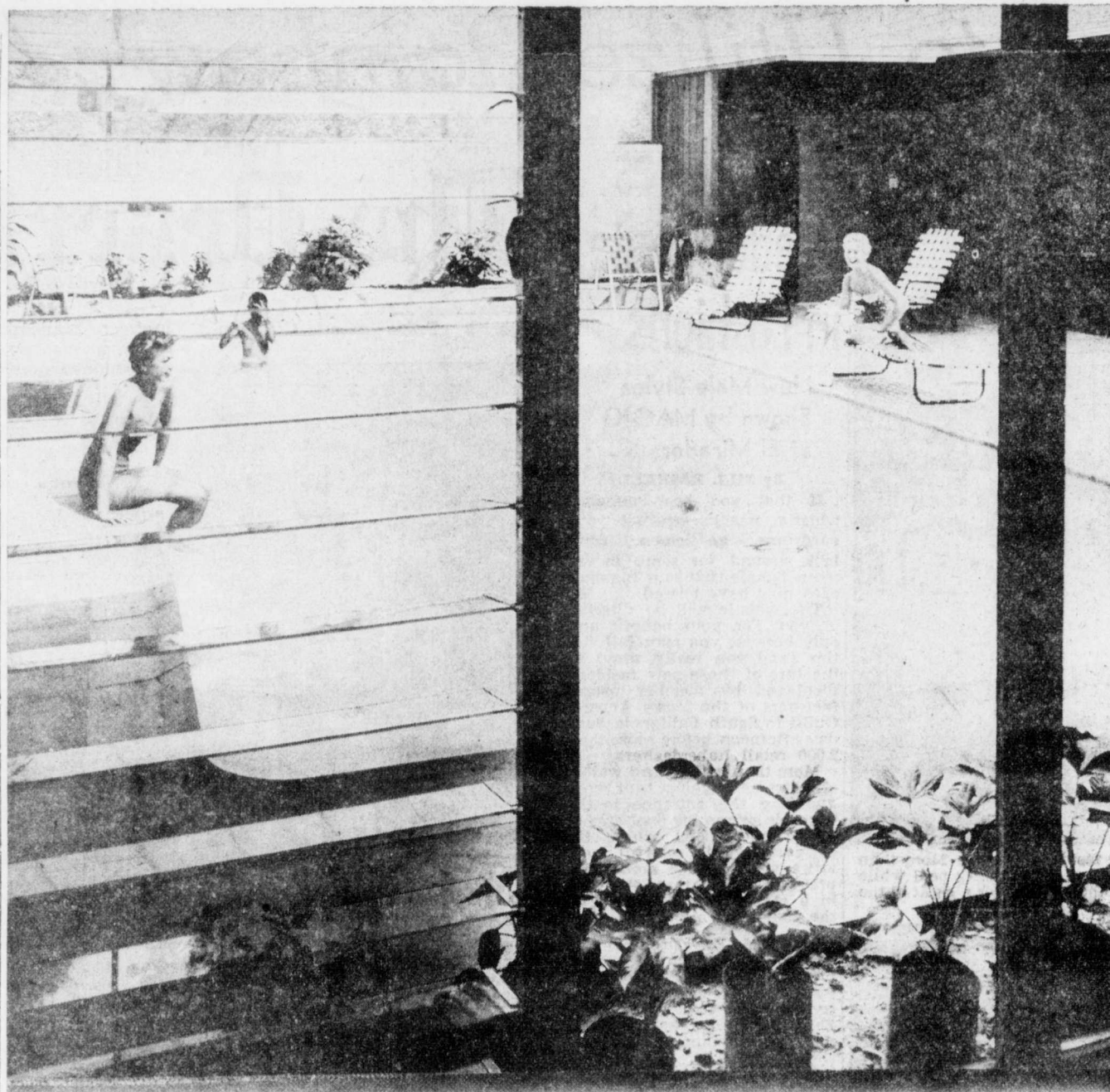
**VILLAGE
PHARMACY**
201 No. Palm Canyon Dr.
Phone 4321



DODGE
has
done
it...
better
wait!



coming
Nov. 17



NOW IN PALM SPRINGS—Anthony Bros., Inc., largest swimming pool builders in Southern California, have established offices at 2277 North Palm Canyon drive. Above is pictured one of the modern pools for which they are noted, and now

are bringing to the Village area for the first time. Many new features are incorporated into the pool construction.

From Page 1b—MORE ABOUT COLORFUL

of the nations, including the heads of large retail merchant establishments.

THE SLIM-LINED MAN styles which may have considerably more chances of a winning nod from the buying public than Dior's flat-chested styles for women will create the illusion of the portly forthright individual as if he had been on a diet for 60 days or more without missing one bottle of beer daily. It will make pencil-lined figures of the young man with a different illusion such as perhaps—agility, a glide in his stride and snake hips. Oh, my. This reporter is beginning to drool.

Other colors which the male will be coveting (and you will without a doubt see these fashions in Palm Springs), will be orange, heliotrope in walking shorts, shirts, jackets and three-quarter stockings and sox. If man takes to these new fashions and he will be as a duck goes to water, one expert declared, a rosy, colorful world will appear on our streets, cocktail lounges and at parties. Even formal attire where "soup and fish" is always the rule is in for a shocking surprise. Not so much in color as that which is wrapped up in the utility and comfort of the clothes.

PHIL KURTZMAN, president of MAGIC, opened the show to announce that the Palm Springs Round-up Fashion show enjoyed the greatest turnout of interested buyers and spectators in many a year.

"We believe it portends an exceedingly successful season for California-made men's and boys' wear. We are overwhelmed and overjoyed at the terrific turnout that has marked our return to Palm Springs," were the opening remarks by Kurtzman. He paid tribute to those who worked so hard in staging

the show: Morey Berck, Barney Beller, Phil Jacobs, Harry Roth and Hugo Scheibner, vice-president of Abbott Kimball company of California, advertising agents for MAGIC.

Saturday night members of Magic, their guests and friends numbering more than 1200 danced and dined in the inner patio of El Mirador hotel. The Palm Springs Music company arranged for the installation of the literally miles of wiring and speakers to bring music and sound from all directions both at the dance and at the fashion show.

Scout Information Telephones Listed

Claud Chapin, chairman of Palm Springs district, Boy Scouts, said that information on Boy Scout leadership training may be obtained by calling Harry Hill, 6404.

Information on Cub Scout leadership training may be obtained by calling Hill or James Morton, 3436.

Fred Anderson, 8-4206 or 3459, have information on Explorer Scout activities.

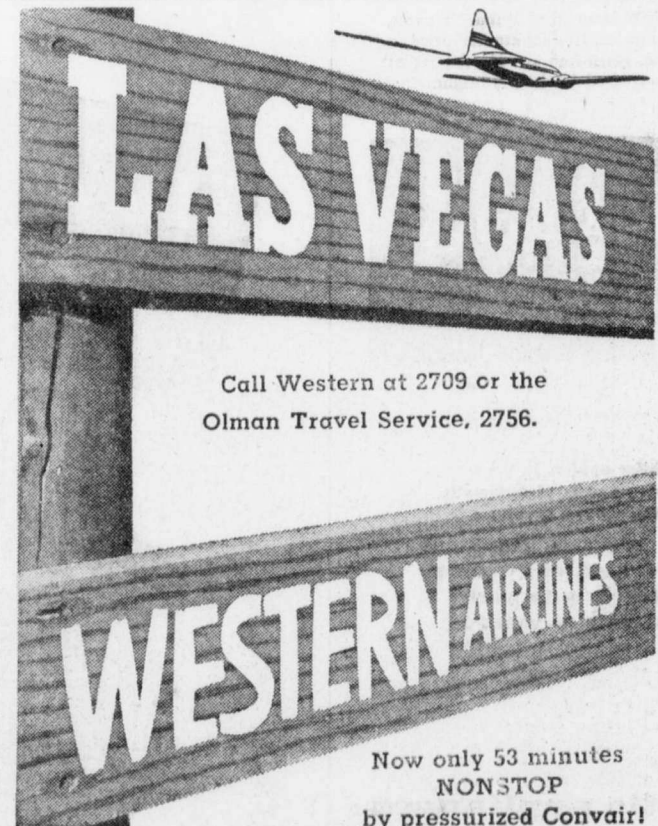
WAREHOUSE FACTORY or SPACE

According to your
requirements

Total 30,000 square feet

South side Highway 99
North Palm Springs

PHONE 2285
Ambassador Hotel!



Call Western at 2709 or the
Olman Travel Service, 2756.

Now only 53 minutes
NONSTOP
by pressurized Convair!

Anthony Bros. Builders of Pools, Move to Village

Anthony Bros., Inc., largest swimming pool builders in southern California, have opened offices in Palm Springs at 2277 North Palm Canyon drive, and are ready to serve the desert area.

"We're bringing the benefit of our many years of experience to Palm Springs," Phil Anthony, president, said in making the announcement. "We invite everyone to call 5254 for complete information, or visit our new office."

Among the many features of Anthony pools are a new type filter plant which is more economical and efficient, a larger selection of shapes and designs of pools, a fibre glass screen over the pool which is designed to keep sand and insects out.

Mass production which results in lowered price is an aspect of Anthony Bros., Inc., which has gained their company much acclaim. They design and construct on an average of 500 pools annually in Los Angeles, beside a large number in other areas in southern California.

Crews are arriving here daily by airplane, ready to start work, Anthony said.



Awake... but Late!

THIS fellow over-slept
What a rude awakening!

Don't be Somnolent Sam. Wake up now to the fact that your property is worth plenty. Inadequate insurance can lead to financial nightmares. See this Hartford Agency for a protection check-up today.

**Samson-Curtis
Incorporated**
756 N. Palm Canyon Drive
PALM SPRINGS
PHONE 2719

To keep definitions straight, poor people have kinfolks, the well-to-do have relatives, and the rich have heirs.—Winnipeg Tribune.

READ SUN
CLASSIFIED ADS

UNWANTED HAIR

Vanished away with Saca-Pelo. Saca-Pelo is the only Saca-Pelo for treatment of unwanted hair. Free information at Lar-Deer Laboratories Ltd., Ste. 5, 679 Granville St., Vancouver, B.C.

Lighting FIXTURES

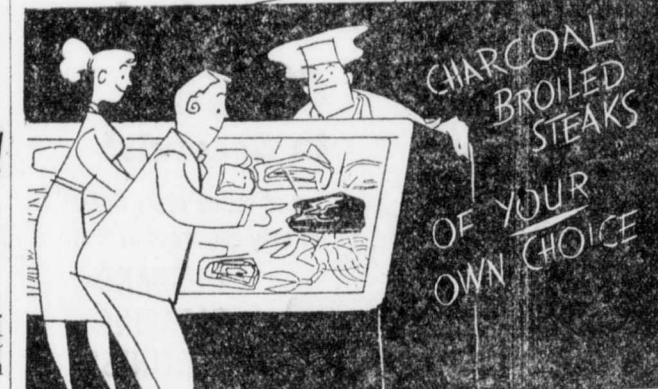
The Largest Selection of
SMALL APPLIANCES
in Palm Springs

Cooling, Wiring and Flood Lighting Supplies
Small Appliance Repairs,

THE ONLY AUTHORIZED **Hoover VACUUM**
DEALER — PARTS & SERVICE

CAMPBELL ELECTRIC

136 East Andreas Phone 2369
Next to Electric Power Company



1000 INDIO ROAD PHONE 2357

PALM SPRINGS, CALIFORNIA Thursday, November 4, 1954 **The Desert Sun—2b**
and PALM SPRINGS NEWS

What's new with Chevrolet? everything!

Wonderful new Glide-Ride Front Suspension—New spherical joints flex freely to cushion all road shocks. You glide over the bumps! New Anti-Dive Braking Control, exclusive with Chevrolet, assures "heads up" stops.

Great new V8—two new 6's—New "Turbo-Fire V8" delivers 162 h.p. with an ultra-high compression ratio of 8 to 1. Two new 6's, too—the new "Blue-Flame 136" with Powerglide (optional at extra cost) and the new "Blue-Flame 123."

Easier steering, stopping, clutching—The new Chevrolet steers with ball-bearing ease, thanks to new friction-cutting Ball-Race Steering. New Swing-Type Pedals pivot at the top.

And look what you see from the driver's seat—New Sweep-Sight Windshield curves around to vertical corner pillars. And you can see all four fenders from the driver's seat!

New Outtrigger Rear Springs—Rear springs are attached at the outside of the frame for greater stability in cornering.

Tubeless tires as standard equipment—On all models at no extra cost!

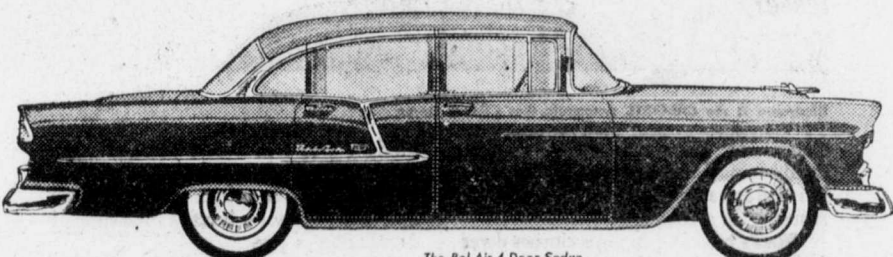
A ventilating system that really works—New High-Level Ventilating System takes in air at hood-high level, away from road heat, fumes and dust.

Even Air Conditioning, if you wish—Air is heated or cooled by a single unit that requires no trunk space! (V8 models only.) It's just one of the wonderful extra-cost options Chevrolet offers!

Three drives, including Overdrive—Powerglide with the new V8 or the new "Blue-Flame 136." New Overdrive with the new V8 or the new "Blue-Flame 123." (Powerglide and Overdrive are extra-cost options.) New standard transmission, too!

... and Chevrolet's got that long, low "let's go" look—It's a show car from the word go! Glamorous interiors have more room for hats, hips and shoulders!

The *motoramic*
Chevrolet



More than a new car—a new concept of low-cost motoring!

STACK CHEVROLET

330 SUNNY DUNES ROAD PHONE 2042

"The Best Deal Under the Sun"

Choose the resort designed for you

St. Petersburg FLORIDA
Soreno HOTEL

Phoenix ARIZONA
Jokake Inn

Fort Lauderdale FLORIDA
POINSETTIA BEACH HOTEL

Where else but at an Alsonett Hotel will you find such a plan for leisure? **JOKAKE INN**, in the "Valley of the Sun," 10 miles east of Phoenix. Typically Southwestern in decor, climate and manners. All resort activities. Private pool. Hand picked guests. The **SORENO**, St. Petersburg, Florida, on beautiful Tampa Bay, ideally located, excellent food, finest entertainment. Delightful guest rooms. **POINSETTIA** Beach Hotel, Ft. Lauderdale, Florida, "around the corner from everything." Luxurious appointments, finest bathing on the coast. All sports and recreation. **Alsonett Hotels** are renowned for fine facilities and courteous, efficient service.

Write for reservation information directly to hotel of your choice, or our Chicago Office—

Alsonett Resort Hotels, 808 North Michigan Avenue, Chicago, Illinois. Telephone No.—Superior 7-3933



Carnation Corner



If you're like me, you have a sixth sense that tells you right away if your family likes something. For example, last night I served our first Carnation Holiday Treat Ice Cream on the table no one said anything. Not a word. We just felt to, as fast as our spoons would go.

"Well," I asked finally, "did you children enjoy it?"

"We had a ball!" they chorused together.

"Isn't there any more?" said my husband. "Not even a spoonful?"

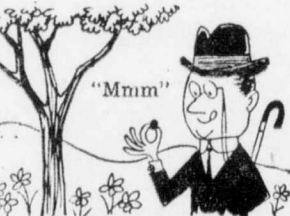
So I knew my dessert was a success... and that if I wanted to keep peace in the family I'd better serve Carnation Holiday Treat Ice Cream again soon. (And next time I'd better get two quarts!)



How can you tell if your newly-mixed paint will match the old color? It's easy to find out in a hurry. Paint a sample brush stroke on a piece of tin, then dry it quickly in the oven, or on your heater or radiator.

Carnation's "shopping list" for Holiday Treat Ice Cream just amazes me! It includes fresh frozen peaches, glazed winter fruits (including citron, orange peel, candied lemon peel and pineapple), cinnamon, nutmeg, and crisp, juicy nut meats—all of the very best quality!

After all these Holiday Treat succulents are finely chopped, they're lavishly mixed into creamy-perfect Carnation Vanilla Ice Cream. The festive result is Holiday Treat Ice Cream—the Carnation Treat-of-the-Month. From now on right through Christmas!



Here's how a mighty industry from little pecans grew! Forty years ago, folks in Texas and Oklahoma didn't pay much attention to their native pecans. Just liked to pick them off the trees, enjoy them, and that was that.

Then an Eastern banker came down to look at some oil properties. One day he happened to try a pecan. He couldn't get over the wonderful taste. Back in New York he gave some to his friends. They gave some to their friends... and before you know it, pecan groves and companies were springing up all over Texas and Oklahoma! Today these two states grow two-thirds of the world's supply. At the height of the autumn season, as many as 35,000 people are part of the giant pecan industry. Isn't American initiative wonderful?



"O boy, sandwiches for dessert!"

HOLIDAY TREAT SANDWICHES
(Makes 8 fabulous servings)

Split 8" white or yellow iced cake layer into two layers. Spread bottom cake layer with 1 pint Carnation Holiday Treat Ice Cream. Top with second layer cake. Freeze until serving time, then slice and top with more Carnation Holiday Treat Ice Cream.

DO REMEMBER that Carnation Holiday Treat Ice Cream makes holiday entertaining extra de luxe and extra delightful!

CARNATION COMPANY
45-910 Jackson Street
Phone 73139
Indio, California

DESERT HOT SPRINGS

By MARGUERITE BURMESCH

In starting my column this week, I would be very remiss if I did not extend my profound gratitude to the friends who deluged me with cards, gifts, prayers and good wishes during my stay in the hospital and since my return home. At best, being incapacitated is no pleasure, but the knowledge that one has a host of friends and well-wishers does a lot toward taking the sting out of such an experience.

Ira Schellenberger flew to Chicago to make the acquaintance of a new great-grandchild. Mrs. George Ott has as her houseguest Mrs. M. E. Schnepka of Chicago.

Edna Helvey, C. of C. secretary and her sister, Mayme Kingery, are entertaining their brother, Abner G. Musser who flew out here from Lancaster, Penn., to visit his sister.

Recent visitors at the Garnet Taylor residence were Mr. and Mrs. Lyle of L.A. The Lyles and Taylors attended the Shriners Convention at Palm Springs together then spent some time seeing the desert area.

Mr. and Mrs. Victor Hennrichson have returned to their home on Buena Vista, Desert Hot Springs after having spent some time in Long Beach where they disposed of their rental property.

Last Sunday the Olesons of Beaumont honored Mr. and Mrs. T. W. Records of Eighth street in a novel way. The Olesons, former pupils of Records when he was principal of the New Harmony, Ind., high school, presented the family with a lawn marker in the form of two simulated victrola records, one marked "Mr." and the other "Mrs." joined together by a plaque which reads "The Records."

Due to the failing health of Mrs. C. A. Anderson, the family has left their home on Cactus and returned to Los Angeles.

Last Tuesday about twenty-five members of the Missionary Society of the First Baptist church attended a buffet luncheon at the T. K. Ranch. Mrs. T. Burnham was the hostess.

Recent visitors at the Larry Marsh home were Mrs. Mazie Tegner and Jean Caldwell of Hollywood, Los Angeles, Franchetti and Mrs. Miller of Santa Monica.

Mr. and Mrs. Jack Craig surprised the latter's aunt when they drove in from Warren, Arizona. Craig is electrical engineer for the Phelps-Dodge people in the Arizona city.

Mrs. Lee Watkins who spent several short vacations with her daughters in Pasadena has returned to her home on Third street. Accompanying her were her daughter and son-in-law, Capt. and Mrs. R. J. Buhman and children, Joyce and Denise and a friend, Denise Bathelder.

Miss Mabel Liljeholm, commercial teacher at John Marshall high school, L.A., together with Miss Dorothy England of Pasadena spent the weekend at Miss Liljeholm's desert home on Fourth street.

Speaker at last week's Rotary luncheon was General Roberts, Civil Defense co-ordinator for the Eighth (desert) area. General Roberts presented a vivid if alarming picture of the chaos which could result from sudden

attack and Dora Bruyere of T-panga. On their return they stopped at the Redlands hospital to call on Mrs. N. J. Burmesch who was a patient there.

Anne Rorschach of the Pierson Boulevard market keeps her own city directory. She has hundreds of names and addresses of local residents listed and has been able to help many strangers to locate friends and relatives here.

Mrs. Mabel Miller, who suffered a severe heart attack some time ago is now well enough to be about. She has moved from Dos Palmas to a house on Pierson boulevard here.

The Erlend Ericsons of Hollywood helped Simon Thompson celebrate his birthday last week.

A three-generation family who have been living here have left temporarily for Beaumont but expect to return to Desert Hot Springs to live. They are Mrs. Louise Englebreton and her 98-year-old mother, Mrs. Bowman and her daughter, Mrs. E. Kleimola. They hail from Hibbing, Minn.

The Ed Moneypennys have moved into the Lane-Conrad apartments which they recently purchased.

Last Tuesday was the annual "Quiet Day" observed at the Community Methodist church.

Mr. and Mrs. John Brewster of Santa Monica are spending some time at their Desert Hot Springs home on Buena Vista.

Dr. James Compton, Herb Eccleston, Les Morgan, Sam Benton and Joe Merrick attended the meeting of the Coachella Valley Advisory Committee in Palm Desert last week.

Jim Harris has resigned as president of Veterans Council. Harris, who is associated with the McDonald Realty company on South Palm Drive, is building some units on Flora avenue. Herb Rorschach is taking over for him with the Veterans Council.

Wayne Day and Tom Barnett are opening a coffee and sandwich shop and bar on south Palm drive across from the Dos Palmas tract.

Mr. and Mrs. Jack Craig surprised the latter's aunt when they drove in from Warren, Arizona. Craig is electrical engineer for the Phelps-Dodge people in the Arizona city.

Parents' Guild Sponsors Dinner

Parents' Guild of the Desert Hot Springs elementary school is sponsoring one of its major events of the year, an Italian dinner for the public. Mr. and Mrs. Pasquale, noted for their Italian foods, will have charge of the preparation and serving. Doris Ochs, of Doris' Floral Studio, will do the decorating of the tables. A feature of the evening will be the style show which Minna Kanya is arranging.

Proceeds of the dinner, which will be served at Veterans hall, Eighth and Cactus at 6:45 p.m. next Tuesday, will go toward the fund the Guild is raising for additional equipment for the school.

Al Horton is president of the guild.

Traffic Crash

\$225 Damage to Two Automobiles

Damage estimated at \$225 was caused to vehicles driven by Beverly Ann Emigh, 666 Vista de Oro, and Mrs. Philip Hawtin, Santa Monica, in a collision at 4:15 p.m., Thursday, in the 100 block of East Amado road.

Miss Emigh was driving her car away from the curb, and Mrs. Hawtin was traveling east on Amado, investigating officers said.

Damage to Miss Emigh's car was estimated at \$100, and to Mrs. Hawtin's \$125.

Junior Red Cross Enrollment Begun

Annual enrollment for service has been instituted by the Riverside County Chapter, Junior Red Cross, in the schools. Edna Lockhart, Junior Red Cross chairman announced Monday, the day of the start of the drive.

Through the Red Cross, boys and girls are given an opportunity to serve constructively by enrolling as Junior members," she said.

Coin Operated Radio Stolen from Hotel

Theft of a coin-operated radio from a hotel room at 1153 North Palm Canyon was reported to police Sunday afternoon by Ray Lester Wilkens, 565 Calle Ajo, service man.

The radio was valued at \$67.50.

Col. T. C. Martin is on the sick list.

Lawrence W. Coffee Jr. and Mrs. Coffee have moved here from Salinas and have taken up residence in the Coffee ranch home, Eighth and North Palm drive. Coffee, son of L. W. Coffee Sr., founder of Desert Hot Springs, will assist his father in the management of the Coffee Foundation.

Al Christy opened the Desert Spa driving range on South Palm drive last Saturday, giving the local golfers a chance to work out close to home.

Miss Edith Barnes, who, together with her mother, Mrs. Florence Barnes, recently purchased the Ed Moneypenny home on First street, contemplated opening a rest home for women as soon as she gets her license.

Recently Dick Shaw, local artist, presented an exhibit of his own work at his home in Fun Valley. He and his mother spent several months in Europe this past year where he did several scenes of the French Riviera. Among out-of-town guests at the tea were Arthur Pulse and the Robert Daltons of Hollywood. The Daltons have their own studio in the Hollywood Hills.

Miss Evelyn Knudsen, who, for the past three months has been traveling, returned home last week. Miss Knudsen visited nine European countries, including Holland, Belgium, Germany, France, England, Switzerland, Italy, Sweden and Denmark. In the last country she visited with relatives with whom she had corresponded for years but had never met. She was intrigued by the quaintness of Denmark, home of her ancestors, and reports it beautiful beyond imagination.

Advertisements

From where I sit... by Joe Marsh

Our Town Makes Good in New York City

Couldn't place a new subscriber named Clark, but I found out who they were last week when they dropped in The Clarion's office.

"We're native New Yorkers," Mrs. Clark said, "and all our friends there are originally from other places. We always felt left out when they talked about things 'back home.'"

"That's why we 'adopted' your town and to get all the news we subscribed to The Clarion. Now we have a 'back home' to talk about—and we think it's the most wonderful town there is!"

Joe Marsh

Copyright, 1954, United States Brewers Foundation

DHS Groups Discuss Plans for Childrens' Hospital

Friday evening the Desert Hot Springs Association and Rotary held an open meeting at Veterans hall there to interest the community in a hospital for crippled children.

Los Morgan, head of the crippled children's group for Desert Hot Springs, reported on the ground-work which he, with his assistants, Marie Krotter, Sadie Dehner and Pauline Kull have been doing in an effort to promote an institution there for the care of physically handicapped children.

Morgan introduced Dr. Robert Bingham, chief of staff of the Sister Kenny Foundation in El Monte, Dr. Bingham spoke of the great need for a children's hospital in this area and suggested ways and means.

Gilbert Holloway, Rotary president, introduced Congressman John Phillips who gave a detailed and interesting description of European Spas which he had visited. Phillips told how, in the health resorts of Europe, an atmosphere is created which sets the towns apart from other places. He told of the unique street signs, the profusion of flower gardens and shaded walks. It was his idea that, with the entire community working toward that end, the same result could be accomplished in Desert Hot Springs.

Phillips also gave several suggestions as to how the local organizations could go about securing public funds for a hospital project.

Peter Elliot, president of the Civic Association, opened the meeting.

Coachella Valley Farms Viewed by Thousands

Thousands of interested southlanders last week viewed the opening of the \$25 million Coachella Valley Farms, located in Coachella Valley between Palm Springs and Indio.

Described as the largest project of this type ever established, the planned farm community is bringing new productivity to the once barren desert.

Highlight of the opening weekend was the first showing of the two and one-half acre complete model farm. The all-glass equipped model farm home is completely furnished by Barker Bros. of Los Angeles. The three bedroom and two bath dwelling presents an exciting new architectural concept by Walter White Jr., for many years a leading designer of contemporary desert homes.

The model farm includes vegetable crops, vineyard, a complete citrus area with grapefruit, oranges, lemons, tangerines. Date palms have been transplanted to the farm. A model chicken house with the latest in scientific equipment, a prize cow and calf, ponies and a beautiful riding horse will also be shown.

Coachella Valley Farms is favored with an abundant water supply through a mutual water system. In fact, water is so abundant that an artificial lake has been created in the middle of the property as the center of a recreational area.

Each of the two-and-one-half acre farm sites is completely improved with streets, lights, water, a cover crop of alfalfa, and all improvements already installed. Visitors may reach Coachella Valley Farms directly from Highway 99, three and a half miles west of Indio.

Univ. of Redlands Memorial Chapel

NOV. 12 — 8:15 P.M.

Tickets \$1.20 - \$3.60

Juveniles Blamed for Broken Window

Breaking of a large wire enforced glass window at The Desert Sun, 174 North Palm Canyon drive, was reported to police Friday by Fred Weigel. Police believe it to be the work of juveniles.

Advertisements

From where I sit... by Joe Marsh

Our Town Makes Good in New York City

Couldn't place a new subscriber named Clark, but I found out who they were last week when they dropped in The Clarion's office.

"We're native New Yorkers," Mrs. Clark said, "and all our friends there are originally from other places. We always felt left out when they talked about things 'back home.'"

"That's why we 'adopted' your town and to get all the news we subscribed to The Clarion. Now we have a 'back home' to talk about—and we think it's the most wonderful town there is!"

Joe Marsh

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Art Gallery Tea Slated Sunday

Sunday, the Addingtons of Desert Hot Springs will again open their art gallery for the first of the monthly Art Teas they have been conducting for the past two years.

Marjorie Reed of Julian will have on display approximately thirty of her paintings. Miss Reed's work differs from many of the other artists who have exhibited in this area in that she does few desert scenes. She concentrates on landscapes in general, and on animals. Enola Hulbert, local artist, will speak on the details of the paintings.

Edna Helvey and Helen Young will preside at the tea table from 2 to 5. Circulating hostess for the day are Lois Salikin and Joan Forvily. Grace Parsons Harmon, local poet, will assist the Addingtons in the presentation of the artists.

The Desert Sun—3b and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, November 4, 1954

"Go over the house" in a jiffy!

New lightweight Westinghouse PORTA-VAC

Powerful! No bigger than a portable radio! Perfect for small homes, apartments, trailers, cottages, cars. Ideal 2nd cleaner for bigger homes. Carry it by hand, shoulder strap, or set on floor. Complete with Toss-Away® bags, swivel hose, and 8 other attachments.

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PUBLISHER'S CORNER

By Oliver B. Jaynes

FREEDOM TO GIVE — It is safe to say, I believe, that Americans are the most generous people on earth. It is a typical characteristic, known to people of all lands. We are lavish spenders and big-hearted givers. Perhaps that is one of the reasons Americans are also known as happy people; because sharing their blessings with others make them cheerful.

One of the most typical examples of this American trait has been witnessed by sufferers in all of the war-torn countries where our service men have been on duty. In France and Germany, in South Africa and Italy, in Japan and Korea — all over the world — our service men and women have befriended those left homeless and destitute by war. Their hearts went out to millions of little children of their allies and enemies alike.

The welfare, character building, disease fighting, disaster relief and kindred agencies in this nation supported entirely by voluntary donations, would number into the tens of thousands. All over America this month millions and millions of dollars will be contributed in a united campaign to carry on the work of the agencies which depend upon the Community Chest in their locality. Millions of volunteers will give their time as well as their money.

We must, and do, support many nation-wide organizations such as the Red Cross, and disease fighting agencies. But here in Palm Springs we must not fail to provide generously also for the care of our own — for our Boy Scout and Girl Scout groups, for the Boys Club, for the Welfare and Friendly Aid which includes the Youth Center and Health Center, and for the youth programs of the Desert Museum. They are our very own and they are depending upon us for their continued existence.

Winter residents who give to the Chest in their home cities are asked to let the local Chest agencies share in their gift. Their help is needed and their generosity will be appreciated by all those who carry out the vital work of these groups.

Most of us will have much to be thankful for on Thanksgiving Day. We should not only be thankful but we should be helpful as well. And therein lies the theme of this year's Community Chest appeal in Palm Springs: "This November give help as well as thanks."

I believe that the people of Palm Springs need only be reminded of the importance of maintaining these agencies that touch the lives of all of us in one way or another. I believe they will be generous and sympathetic as they have always been — and maybe a little more so this year.

If a volunteer does not call on you, be a volunteer yourself and mail your contribution to the Palm Springs Community Chest.

How much? This is a voluntary donation. You set the amount according to your prosperity, generosity and thankfulness for your many blessings. Above all, remember this: Your gift has to be divided between these **SIX AGENCIES**. It is a joint campaign for all of them. You are making **SIX DONATIONS AT ONE TIME!**

TRY AND STOP ME

By Bennett Cerf

MATT WEINSTOCK tells about a lovely cat lover who was dining with her husband in her apartment one night when she fancied she heard a cat meowing a floor or two away. "I'll bet that pussy is lonely," she remarked, and playfully meowed back.



To her surprise the cat answered her! She repeated her meow, this time putting extra feeling into her performance, and there then ensued the darndest cat conversation ever heard in that neighborhood. It continued for a full half hour, while her husband marveled.

The next day her triumph was deflated when a neighbor dropped down to borrow some sugar. "The funniest thing happened last night," said the neighbor. "I meowed at a cat and he meowed back — and we must have kept it up for forty minutes!"

Overheard at a bus stop on Madison Avenue:
"Driver, do you think you can squeeze me in here?"
"Sure can, Miss — provided you find someone else to drive the bus."

"There's only one time when it hurts to tell the truth," moralizes Myron Cohen, "and that's when you tell it to someone bigger than yourself."

Snappy marital repartee from Detroit:
Wife: "You beast!"
Husband: "You burden!"

A plaintiff was awarded a divorce recently, her major grievance being the unprotected fact that her husband never blew in to the house before 4 a.m. This is said to be one of the first cases on record of the worm who wasn't early getting the bird.

Dr. Morris Fishbein knows a man in the luggage business, who has a unique system of enjoying his vacation. "I drive out to the airport," he said, "just to see the planes take off and arrive?" asked Dr. Fishbein. "Nah," scoffed the luggage man. "Who cares about planes? But I get genuine pleasure from seeing the redcaps scuff up the suitcases."

Palm Springs Sketches

By Robert Linskey



DATE RANCHES line the highways leading to Indio — The Date Capitol of the United States — just a short drive from Palm Springs. The date industry was started in 1890 in Coachella Valley with "offshoots" imported from Arabia. Now, nearly 5,000 acres in the valley produce approximately 25,000 tons of man's oldest cultivated fruit. Many of the ranches have roadside stores, where visitors can purchase dates as well as learn the fascinating story of how they are grown. Except for a comparatively small acreage in Arizona, Coachella Valley is the only date producing area in the United States.

PHILLIPS

I Rise to Remark

This weekly letter has to be written a week before the Nov. 2nd election, to appear in the papers a couple of days after that important day. What a spot for your Congressman!

It would be a good time to write my annual letter on the joint subjects of voting lists and questionnaires. Those of you who have been patiently reading these letters, year after year, know that this is a subject on which I feel grave concern, and about which I write once each year.

I shall always contend that voting lists and questionnaires are destructive of the kind of government under which we are supposed to be operating, and therefore that they are destructive of our liberties. If we knowingly want to change our form of government to a weaker form, and one which has never survived in the history of the world, then I submit that it should be done, as I say, knowingly, and not by misunderstanding. If we want to continue to live under the form known as the republic, which was a major factor in our strength and our survival in a sea of changing forms, then we should resist all these influences which undermine the republic.

NOW, WHAT DO I MEAN by all that? Under a centralized government, you don't elect anyone; you just get told what to do, how to do it, and when to do it. Your money is taken from you and spent as the central government wants. Under a democracy, the people try to run the government, and since they can't possibly know the details of anything under discussion and action, and since this allows the people who are selfishly interested in some idea to impose that idea on the nation by their votes and actions, even if it is not good for all the people or the nation not yet prepared for it, then this form of democracy, soon blends into dictatorship and we are just where we would have been, in most of the nations of the world today. History tells us that no democracy has survived.

We set up a modified democracy, or a republic, or however you choose to think of it, and one strong factor was the election of men and women, to go to Sacramento or to Washington, and to act for us, and vote for us on their own decisions of what is best in each case.

Now about voting records: These records give only the recorded votes. Those are the least important. It is the "teller votes" in Washington by which we win or lose important issues, sometimes by as little as two or three votes. The final, recorded vote, is different in many cases from the decisive votes. The voting list often gives the politically minded, who look to the next election, rather than to the future of the nation, a chance to get a "good vote" with some pressure group.

THERE IS NO WAY to mend the situation except to accept the principles of the republic. You can't have someone sitting in the gallery all the time to see how every Congressman

Dr. Benjamin Goldberg

Medical Education

The wish or desire to become a physician, does not allow this to become an accomplished fact. The study of medicine is one of the most difficult found in University curriculum. Preparation consists of eight years of elementary school, four years of high school, three or four years of pre-medical college for an arts or science degree, and four years of medical school. Then a minimum of one year of an internship and if specialization is desired, three to five years as a resident in the specialty. This brings our prospective doctor to the age of somewhere between twenty-seven to thirty-two years before he can begin to enter competition in his profession for a livelihood.

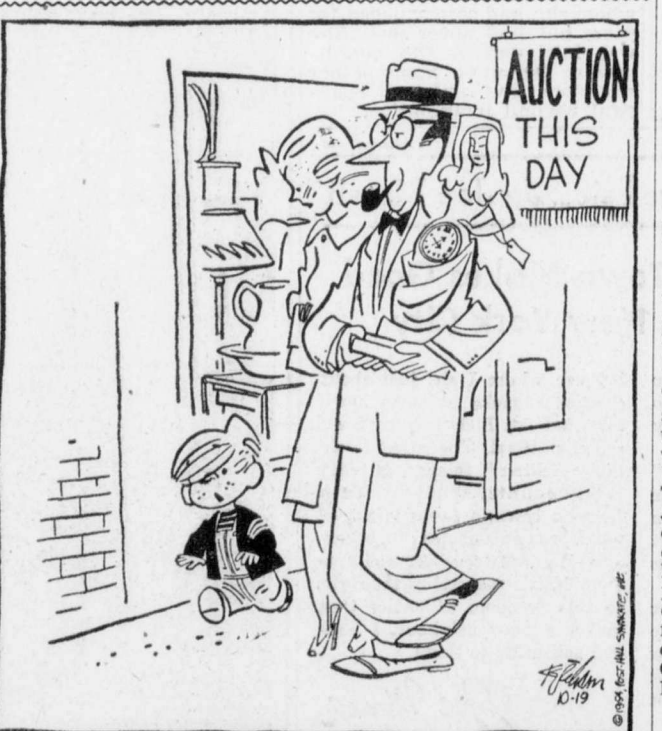
Further, only the upper twenty-five percent scholastically at high school are allowed to take premedical college. Only votes, or if he votes at all. I stand for the republic.

The other problem is the questionnaire. There are no easy issues, that is, not if they are important issues. Nobody knows how the bill will be presented to us, nor what changes will be offered by amendments. The Rules committee might bring the bill out with a "closed rule," so we would have no choice but to vote yes or nay. We, in Sacramento or in Washington, can be the only ones to know, at that moment, which is the best vote, all things considered.

The Desert Sun—46 and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, November 4, 1954

Dennis, the Menace

By Ketcham



'S DADDY SORE BECAUSE I YELLED EIGHT DOLLARS?'

THIS SIDE of The Sun

By Phat

Sunshiny days, so many things, There's always Magic in Palm Springs.

Now, I wouldn't call that one of my better efforts but it was prompted by a remark heard last weekend while weaving through sidewalk traffic on the drive. Said a woman: "Well, I see there's MAGIC in Palm Springs." There is, lady, not only when the Men's Apparel Guild in California is here, but every day. Of course, in July and August you have to look around a bit, but it's here.

SPEAKING of weaving through sidewalk traffic, was informed this week by a man who gripes almost as much as I do, that it is sometimes worse than vehicular traffic. At least, he said, automobiles keep to the right mostly and they don't congregate in quartets, or fivesomes, even sextets, across the street as people do from store fronts to curbs. And give you a dirty look when you squeeze through. Well, maybe. People are down here to take it easy and besides, Mister, doctors say you should take it easier, too, and not rush so much. On top of that, why worry if you have to step off the sidewalk? It doesn't rain here often enough so that the gutters are running.

HALLOWEEN passed quietly here. With not much depredation reported. A few of the vandal type who are always with us, took advantage of the occasion to try a little damage but they do that all year round without waiting for Halloween. Have a bright thought on this trick or treat thing. One of the youngsters, operating solo, came to the house Saturday night. Dressed like a tramp and received a hand-out. Which prompted son Bob, who was visiting us, to speculate: "You know, if a real hobo did that, pretending he was just a disguised kid, he could pick up enough by making the rounds of a neighborhood to last him a month. He'd have to risk a tummy ache, however, what with the sweets people hand out."

THEY TRIED OUT radar speed checks on Highway 99 last week. I believe that is one answer to the appalling highway traffic toll. Now, one-eyed drivers, (those who keep the other eye glued to the rear-view mirror to see if the law is chasing them) can keep both eyes on the road. After seeing a warning that they are on a radar checked area, they'll slow down just as much as if one of the boys in a white car or on a white motorcycle was after them. With this slowdown of speeders and both eyes on the road, there should be fewer accidents.

BOB BENNETT, formerly of the Village where he was recreation director, housing authority manager, Youth Center director and president of Rotary, besides other things, writes me from Safford, Arizona. He's chamber of commerce secretary there. "Get yourself a pick and shovel," he wrote. "They are finding uranium around here." (Graham county in southeastern Arizona). "Forget that ancient back of yours. It could be profitable." Yeah, but what use is uranium if you can't straiten up? "Which would rather have?" queried an irate lady after my piece last week about Mike, the cat, who scared away the birds giving us the best lawn we ever had. "A lawn or our feathered friends?" A lawn, lady, by all means.

CAME ANOTHER communication this week. "People around here had better do something about it," was the context. "Los Angeles smog has reached the mouth of San Geronimo pass." Well, I'm not worried. Palm Springs is so situated that anything but people coming from Los Angeles, will bypass us to the north. It's that well-established fact, so often repeated, that Palm Springs is located in a bay in the desert, with high scenic mountains to keep out all unfavorable weather elements. And, besides, in November those desert winds which blow toward the ocean and Los Angeles, get under way. They, alone, should take care of any of Los Angeles smog. Haven't you heard them blame us for the winds from the desert?

IT'S TIME to pay our respects to the Litterbugs again. They are backsliding. On one street in the south end of town Sunday counted a dozen discarded beer cans. An entire carton. The empties were equally spaced but so close together that the party in the auto which was dumping them slowly, that's one consolation. William J. Losh, chairman of the state chamber's Roadside Cleanup committee, says that we can have clean roadides but not just by merely wishing. Must do something. He said the formula is simple. Public education and law enforcement. Get the license number of the Litterbugs and turn it in.

DID YOU ever stop to think that you can't be wreckless if you are reckless?

The Voice of Broadway

By Dorothy Kilgallen

HANDSOME BRITISHER EDMUND PURDON ("The Egyptian") is on the verge of making divorce headlines in a sequel to one of last week's page one stories... The Duchess of Windsor's tumble down a marble staircase in her Paris town house was more serious than doctors first believed. She's undergoing a series of X-ray tests... The Michael Wildings' (Liz Taylor) second baby will arrive in time to become an income tax deduction.

A current high-ranking song hit—very big with the bobby soxers — cost the songwriter \$5,000 in under-the-table pay-offs to get the single "vital" recording... Don't be surprised if Frank Sinatra and Ava Gardner decide they just can't resist trying it another whirl... Show business friends are raising funds to care for the 84-year-old mother of dove-dancer Rosita Royce, who died penniless in Miami.

BETTY HUTTON is still in the temperamental groove. She and her drummer, Sid Bulkin, are making more noise in Las Vegas than his sticks and skins. She's beefing about the way he's banging his bongos... The Dave Wolpers (singer Toni Carroll) have separated... The big rumor along the supper club circuit has Margaret Truman set to make her light spot debut during the Christmas holidays. She receives gilt-edge offers from swank clubs here, in Europe and in South America practically weekly.

Gloria Vanderbilt Stokowski, who was almost a recluse for so many years after her marriage to the maestro, has done the complete reversal. Now hangs out in Sardi's... Visitors from Mexico pass along the word that Dolores Del Rio will become the bride of Lew Leilly, ex-Hollywood writer, any day now.

JACK RYAN, the fabulous mounted policeman of 44th St., has become the proudest grandpa on the force... The hi-fi rage has bitten the juke box set, with the first hi-fi coin machines hitting the market... Barbara Payton, no stranger to well-publicized troubles, has a new problem: can't get rid of beau... Joe E. Brown's daughter, Mary, is expecting another baby.

Carol Haney, darling of the "Pajama Game" audiences, is being smothered in flowers from Tex Gibson. (Who isn't from Texas, but from Paterson, N.J.)... Joking Department: Chums say Benny Goodman thinks Marlon Brando would be the best one to play Benny Goodman in the flicks... Eddie Albert and Margot are on a grape diet—grapes, grape juice and grape salad for breakfast, lunch and dinner.

NIGHT CLUB CANARY Peggy Taylor shocked executives in Paramount the other day by

calling up and cancelling a screen test because she had a mild cold. They were so impressed (no prospective starlet has ever failed to show for a test for any reason short of death), they offered her a seven-year deal on her own terms: six months a year free to tour the cafe circuit.

Mae West's muscle men have trouble finding hotel beds big enough for their bulging frames. One of them, George Elferman, was knocked out for five minutes the other night when he banged his head trying to get arranged for a cosy snooze, suffered a lump the size of an ostrich egg... Ella Raines, bored with the life of a commuter, has bought a 10-room Park Ave. apartment.

MARY MARTIN, sporting a shorter haircut than she had in "South Pacific," greeted Ethel Merman backstage after "Peter Pan" with a surprised, "Oh, darling, you've cut your hair again!" Billy Daniels' newest love is breaking her father's heart. Dad's a well-known and popular figure along Broadway.

Joan Caulfield and Frank Ross, who paid a fortune for Arturo Rubenstein's estate in Bel-Air, are tearing down the house completely to build a new version more to their taste. Practically the only thing not slated to be changed is the formal garden.

PETER LIND HAYES' new routines on Farouk and Liberace (he does them at the Sands in Las Vegas) are simply hysterical, according to New Yorkers out there for the gaming... The mambo craze is running wild in Tin Pan Alley. Songwriters are tacking "mambo" onto the titles of hundreds of their old standards, and this week two unbelievable Christmas recordings were made, with Jimmy Boyd singing (are you fortified?) "I Saw Mommy Doin' the Mambo With You Know Who," and Billy May's orchestra galloping through "Rudolph the Red-Nosed Mambo."

Don't feel sad if you can't afford a new Cadillac. The chariot Cecil B. DeMille will be using in his new epic cost \$18,000 apiece... Dolly Fulsman, Astor, separated from multimillionaire Jack, is calming her nerves after the honeymoon ordeal by gardening and raking the lawn at her parents' Florida home. (Copyright, 1954, King Features Syndicate, Inc.)

NEW YORK CAVALCADE

By Louis Sobol

CASUAL FRAGMENTS: Desi and Lucille had their friends worried when after a terrific hassle, Arnez ran off to Palm Springs. They both cooled off and now they're the happiness kids again.

Marianne O'Brien Reynolds had scarcely gotten her land-legs upon her return here from England than she was tossing a party for Rex North of London at her Beekman place but Junior Laemmle is out wooing again—this time it's a little honey named Robin Lewis—currently an Arthur Murray instructor in Hollywood... In his memoirs, "Out Without My Rubbers" (just out), the late John Murray Anderson recalls ruefully that an accumulation of mail and manuscripts had been lying around his apartment while he was preparing the Greenwich Village Follies of 1921. "To my horror I discovered a little later that one of them was a play by Austin Strong which I might conceivably have produced. I kicked myself that I didn't for the play made a million. It was 'Seventh Heaven'."

Chilly note for a bright November day: "Old Farmer's Almanac" predicts a turbulent snowy December... Rex Harrison's son, Noel, 21, is doing it the hard way—playing a guitar in a small London restaurant... Panda Curtis, the on-and-off girl friend of Joe E. Lewis, has been named "Miss Guided Missile" by the Navy's Guided Missile Boat crews. Hope no one misinterprets that... Elsa Maxwell introduced all the stars present at the Toy Ball but forgot one—a gal seated right at her own table—Judy Garland... Joanne Connolly Paton's lawyer is Earl Carroll and a reporter wonders if Joanne had met up with the other Earl Carroll of show business whether she wouldn't have been just the type he would have tried to lure into his girly shows... Laverne Andrews of the parted Andrews Sisters is taking instructions in Catholicism at St. Martin of Tours. Understand, incidentally, that Patti Andrews won't be permitted to turn out solo recordings—due to a Decca contract with the sisters as a team—a clause specifying they can't record for any other company—as a group or individually... Johnny Brooks, former bartender at the Stork, is out with a book "My 35 Years Behind Bars" in which he devotes one chapter to the drinking habits of notables and newspapermen. He has this to say about Bill Corum: "Drinks wine with his

dinner and Scotch highballs afterwards. He's uncomfortable if anyone tries to pay his check for him." O, Johnny, how you go on! Corum drinks only bourbon and water... Derick Betts, publisher of the snooty Long Island Pictorial, is branching out—launching the Palm Beach Pictorial in December... Johnny Meyer reported barred by the Mayflower Doughnut Shoppe on 58th at 5th. Now what could be behind that?... Louis Armstrong and his troupe set off for Australia for a concert tour, returning to the States on Nov. 7th after which he will concentrate on pushing the sale of his autobiography, "Satchmo."

You don't hear much about it—but a sell-out nightly is Congreve's "The Way of the World" (254 years old) now playing at the tiny Cherry Lane Theater in Greenwich Village... Sign in the window of a men's wear shop on Madison Ave.: "Don't be like Humpty-Dumpty. Dress for the Fall!" Last year there were 17,652,478 fishing licenses issued as against 2,985,430 wedding licenses. Looks like there's a lotta guys still fishing around... Mike Duroso, the Copa band-leader, so badly injured in an auto crash some four months ago, will still require another two months or so before he'll be able to walk... The Frank Farrells are jubilant—8 lb. baby girl. (Distributed by King Features Syndicate)

QUOTES

When the meek shall inherit the earth, the national debt will probably keep them that way for eternity. — Dan Bennett.

The trouble with not having prejudices is, people think you are cowardly. — Franklin P. Jones.

When there aren't enough men to go around — they go around. —Ownton (Ky) News-Herald.

Income Tax: The time for reckless thriving. — National Safety News.

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Valley Planners Take Dim View of Redistricting Plan

Members of the Coachella Valley Advisory Planning Committee took a suspicious look at the proposal to realign Riverside county supervisorial districts when they met last week at Palm Desert.

Paul Clark, CVAPC president, said that possibly the disadvantages of re-districting will outweigh the advantages. Other members declared that there is no fair method of re-districting which will be beneficial to the

desert area. The opinion was voiced that the move will have no effect on the current study by Desert County, Inc. of seceding from Riverside county.

CLARK SAID he was opposed to any method of re-districting which will spit up the desert area. He referred to rumors that Palm Springs would be out into a district with Desert Hot Springs Beaumont and Banning and putting the desert area

east of here in another district. He said he thought the western boundary of the district should be between Whitewater and Calbazon.

Herb Ecclestone of Desert Hot Springs and Palm Springs said he believed the fourth district which includes Palm Springs and the entire desert area, also the San Geronimo Pass area, should have two supervisors. L. C. Lewis, Cathedral City, member of the planning com-

mittee, said he did not believe there was sufficient population in the district to justify two supervisors.

CLARK'S OBJECTION to splitting up the desert area was given almost unanimous support.

Discussion of the proposed county charter plan also came up and Clark and Ecclestone believed that a charter govern-

The Desert Sun—5b
 and **PALM SPRINGS NEWS**
 PALM SPRINGS, CALIFORNIA
 Thursday, November 4, 1954

ment would be of more aid than redistricting.

Majority of those present believed that a new county, Desert county, is inevitable but guesses as to when it will be formed ranged from two years to 30.

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THOUSAND PALMS

By ELIZABETH NELSON — Phone 154

BACK ON DESERT

Mr. and Mrs. Walter G. Bovee
of Thousand Palms Estates re-
turned on Friday, from a Sum-
mer spent at their other home
in Port Angeles, Washington,
and other points in Washington
and en route. They spent a
week at Ellensburg, Washing-
ton, for pheasant hunting; and
at Tulle Lake in California for
goose hunting en route home.
Mr. Bovee proudly reports that
he got his limit at both places.
Mrs. Bovee, who underwent
surgery while in Washington,
looks to be well on her way to
recovery.
Edward Finson returned Fri-
day to his Shangri-La Palms
home. He spent the Summer

with relatives in Iowa. In San
Francisco he visited with a
daughter and family in Palo
Alto before returning to the
Valley.

Mr. and Mrs. E. L. Staples
recently returned to their Hid-
den Springs Ranch home from
their Summer headquarters,
their ranch near Skookumchuk,
British Columbia in Canada.

Mr. and Mrs. George E.
Montgomery are again dividing
their time between their Hidden
Springs Ranch home (on week-
ends, mostly) and their Los
Angeles home.

Mr. and Mrs. Eugene Waldeck
of Los Angeles have begun
spending the Winter season
weekends at their home in
Thousand Palms Estates. Mrs.
Waldeck came down early last
week, on Thursday, and Wal-
deck joined her for the week-
end.

NOTES IN BRIEF

Mrs. George (Wava) Earl, for-
mer resident now living in In-
dio, is receiving treatment in a
Riverside hospital for injuries
sustained in an automobile ac-
cident in which she was in-
volved near that city last Mon-
day.

Miss Patricia Jane Dyal enter-
tained at her Thousand Palms
Estates home on Sunday eve-
ning, October 24, in honor of
the return to the Valley of her
parents, Mr. and Mrs. Walter
G. Bovee. Receiving an intro-
duction to Miss Dyal's other
local guests were new residents
Capt. and Mrs. A. Danielson
and Mr. and Mrs. Manson
Rogers.

La Quinta

Though there are no schools
in La Quinta, there are num-
erous children... all filled with
the customary Halloween spirit.
The La Quinta Volunteer Fire
department staged an evening
of activities for the youngsters.
"Mac" McLelland announced
costume winners were Carol
Feraud and Ronnie Phillips in
the under-seven age group, and
Myrna Cluff, and Gary Funtas
in the seven-on-up group. Prizes
awarded were open faced
pocket books containing 200
new pennies.

A huge bonfire, five motion
picture comedies, for each child
noise makers, balloons, a bag
of candy, and box of cracker
jacks, featured the program.
Everybody is talking about
the alfalfa that is being planted
on the 1,000 acres surrounding
the La Quinta hotel.

Mrs. W. J. Clark, new owner
of the Credit Bureau in Indio,
has purchased a home for her-
self, and leased another for
her mother.

Perry Hack has begun con-
struction of a new building on
Tampico and Bermuda... this
will provide space for a laun-
dromat, office building, and
doctor's offices. Hack has plans
for a restaurant, parking lot
and putting greens. Walter
White will be the designer and
architect. He added that he
would like to see a barber shop
and beauty parlor added to the
list, before long.

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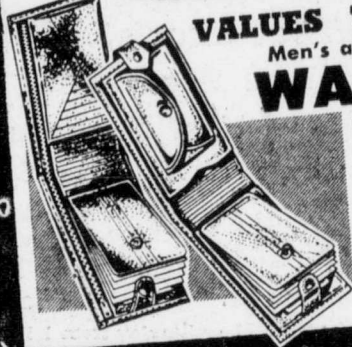
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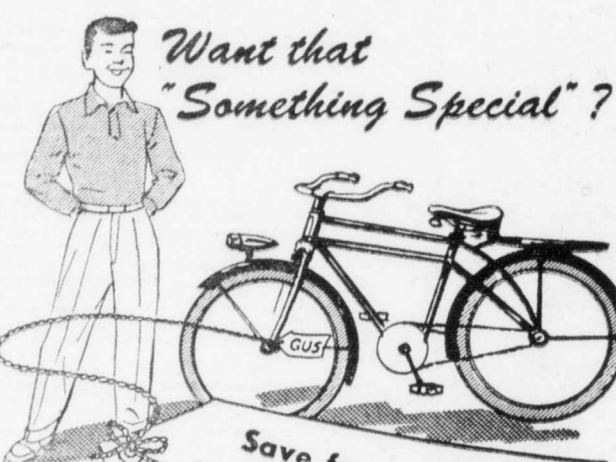
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Around Town

with Hildy Crawford

This is a true story of how Bill Powell was cast away on a desert island . . . with his favorite newspaper, The Desert Sun . . . The first time I met Bill (yes, Charlie, it was at the Racquet Club) . . . he told me that he reads this column "assiduously" . . . but it wasn't until he went to Midway for the filming of "Mr. Roberts," that he really pored over each and every item in the paper . . . For 24½ days he and Henry Fonda, Jimmy Cagney and other members of the company were marooned on Midway . . . with no form of recreation . . . and nothing to read but The Desert Sun, which was airmailed to Bill at 40 cents a copy . . . and everybody in the cast . . . plus all the military personnel that could get their hands on it . . . read The Desert Sun . . .

Bill, who was back in Palm Springs for a few days . . . before going to Hollywood to finish the picture . . . commented "We didn't know what was going on in the rest of the world . . . but we knew all about what was going on in Palm Springs" . . .

At Thunderbird

The opening dinner dance at Thunderbird tomorrow night will be a homecoming for members and their guests . . . Things are already pretty busy out Thunderbird way . . . The Dick Snidemanns have come down and opened their house . . . and the Earl Jorgensons who are building a sensational place there out to see how it is coming along . . . Desi Arnez and Lucille Ball had a kind of unveiling of their new home . . . with photographers shooting publicity pictures . . . The Paul Helms entertained there at Sunday night dinner . . . and Bing Crosby was in with a party . . .

The Ben Gales arrived this week to open their home and will have a party . . . which will include Dr. John and Gwen Costello . . . for the opening . . . The Rulon Frees will be down for the opening . . . The George Wrights are making up a party . . . as are the Gordon Prentices . . .

Mr. and Mrs. Paris Letsinger opened their Thunderbird home for a Friday night affair . . . Among the many were Ralph and Nancy Kiner, Phil Harris and Alice Faye, Judy Howard . . . Lou and Ruth Manseau, the Barney Hinkles, Paul Proms . . . Milt and Maggie Hicks, Blanche Hale (just back from Florida), and Mrs. Harrison Barnes (who has been in the hospital for a checkup) . . .

Autumn's Here

There was a nip in the air Saturday night when around 100 friends of Owen and Babe Churchill gathered in the patio and poolside at their San Lorenzo road home . . . for cocktails before moving on to The Tennis Club . . . where the big party took over the balcony . . . Many of the smart new formal wear in darker shades . . . and fur stoles were prevalent . . . There were probably a few

cases of kleig eyes the next morning as Owen was using a battery of floodlights for his colored movies . . .

It was a nice surprise to find Norma Pagano at the party . . . She's back from New York for a couple of months . . . but will return there in January when Ernie's play will start production . . . The title is "Face Value" . . . Joe and Phyllis Froggatt just got back, too . . . and they had looked Norma up in New York while they were east . . . giving her a breath of Palm Springs that she said she needed at the time . . .

An amusing incident happened at the party . . . when some solemn small fry, who were out "trick-or-treating," strolled in through the garden gate and found themselves in the midst of a party . . . They were offered a platter of hors d'oeuvres and seemed a little taken aback . . . as though they might have preferred candy or apples . . .

Opening Night

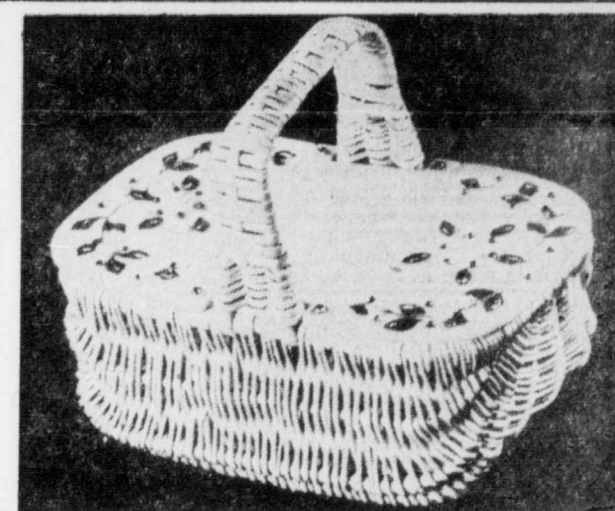
The Tennis Club was a beautiful scene, as usual . . . and well-filled, in fact the dance floor was crowded all evening . . . with the dancers seeming to enjoy Tony Rose's music . . . In the throng were many familiar faces that have been missing earlier in the season . . . Jock Williamson is back . . . Bertine Treat and Col. Ray Shelby were down for the party . . . The Earl Cailans (she looking soignée as usual) . . . Helen Lapp and Claud Sims with the Baileys . . . Fran Blish (who told me laughingly that it's started already . . . people are again mistaking her for Grace Pope) with Eleanor Kane . . . Mrs. Perry Johnson out from Michigan for her first visit in two years . . . is at her Palos Verdes home . . . Her daughter Lonnie, who is here for the winter, was dining with her at the club . . . Her escort was Capt. Jerry Hoberg of the United States Air Force, down from Larson Air Force base in Washington . . . Dick and Edith Edwards couldn't stay away any longer . . . They came over from Newport for the opening . . . and will soon be back in residence . . . Popular Joan

McManus, who will be social director again this year, got back in time for the party and spent a busy evening greeting her many friends . . .

It's a Gift

Elsinore Gilliland received some birthday gifts that were more expensive . . . and some that were strictly gags . . . but the one that impressed me the most was a St. Christopher medal set with semi-precious stones . . . that once belonged to the immortal Sarah Bernhart . . .

Like most husbands, Bob Howard came very close to forgetting his wedding anniversary . . . and at the last minute boxed up a gift for Andrea that came right out of her own shop . . . It is a museum piece by that master craftsman Cellini . . . and valued at an astronomical figure . . . Now Bob is (More, page 2c)



New, bright note to swing from your arm . . . to accent your resort costumes. Shells, posies or fruit at \$4.98. Others embossed with assorted jewels and creden and lined with dainty prints or brocade at \$10.98.

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Open Sundays, and of course, no additional charge for our beautiful gift wrapping.
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41 Shopping Days 'til Christmas



(Gayle Studio Photo)
PIANIST PROTEGE — Mr. and Mrs. Ray Gilliland, on right, have announced their intention of sending young Michel Rubini, son of the concert violinist Jan Rubini, to Paris to study piano. Those who have heard the talented youth play say that he is headed for a stellar career. Pictured, from left, Jan Rubini, Michel, and the Gillilands. Mrs. Gilliland has long been noted for her philanthropy, having given over a million dollars to City of Hope and active sponsors such as worthwhile projects as the Mickey Finn Boys Ranch.

Talented Young Pianist to be Protege of Gillilands

Elsinore and Ray Gilliland have made an investment in the future that promises to add a bright star to the nation's musical circles and give happiness to a generation of music lovers.

They have announced their plans to adopt as their protegee, young Michel Rubini, son of the great concert violinist Jan Rubini, and to send him to Paris to study piano at the Conservatoire.

It all happened at the Chi Chi the other evening. It was Mrs. Gilliland's birthday and they had as their guests for dinner at the Chi Chi, Rubini and Michel, and Maurice Gebber, the furrier whose smart shop is in the Hollywood Roosevelt. Joining them later were Mr. and Mrs. Thomas Hull, owners of Hollywood Roosevelt, and Mr. and Mrs. Jack Adams.

When Irwin Schuman found out that Rubini was in the house, he persuaded him to play. Michel acted as accompanist for his father and then played solo and his piano work brought such enthusiastic response from the audience that they played four numbers.

Even more excitement developed when the Gillilands announced their intention of sponsoring the talented young musician's career.

Schuman is arranging to have Rubini come to the Chi Chi for an engagement in mid-November. He will also be heard in Palm Springs in January when he will give a recital for the Palm Springs Woman's Club.

Gebber, who was a friend of Sid Grauman and helped him discover some of his greatest stars, said that he considers that Michel has talent which should make him one of the concert stars of his day.

Rubini expressed delight at the wonderful opportunity be-

ing offered Michel and said that it was an opportunity that Michel would offer in his turn to other artists.

Michel, who is 12 years old, is attending North Hollywood junior high school and is studying piano with Herman Wasserman, who was Gershwin's teacher. He is not one of those prodigies with no other talents, but is a real boy who plays football and volleyball for his school. He has also attended dancing school.

Mrs. Gilliland said today that she wants Michel to go abroad to start his studies just as soon as it can be arranged.

Maurice Gebber Plans Style Show Western Week

Maurice Gebber, one of the great furriers of the country with display rooms in the Hollywood Roosevelt, who was at Howard Manor this weekend, said that he plans to hold a style show in Palm Springs during Western Week.

While the place has not been definitely settled, the style show will present a collection of the best furs in the newest stylings, along with some gowns, Gebber said. Leo Carillo has promised to emcee the show.

Composer Visits Parents Here

Robert F. Graettinger, composer and arranger for Stan Kenton's orchestra, was a weekend guest of his parents, Mr. and Mrs. R. F. Graettinger, 450 Avenida Olancha.

Also guests of the Graettingers were Judge A. D. Mitchell of San Bernardino county superior court, and Mrs. Mitchell.

Clubwomen Open Season with Music

Mrs. Boyd Andrews, president, welcomed the many members who had returned from varied vacations in many parts of the world, Monday, when the Palm Springs Woman's Club held the first meeting of the 1954-1955 season at the clubhouse.

After a short business session they were entertained by the Festival Singers, who are no strangers to the Palm Springs Woman's Club. The members of this quartet are: Beth Farnam, soprano; Gene Curtisinger, tenor; Enid Jacobson, contralto, and William Swan, baritone. These talented artists presented the first half of their program in Pilgrim costumes with appropriate music for the Thanksgiving season.

The second half, in formal dress, featured typical American folk songs, a duet by Beth Farnam and William Swan, and concluded with a medley of hits from The Song of Norway. This artistically presented program was prefaced with interesting descriptions and comments by Mr. Swan.

Raymond McFeeters, as accompanist and assisting artist was warmly welcomed by the audience and delighted everyone with his brilliant solos which included Brahms, Schumann and Chopin.

These artists were the first of an imposing list of outstanding musicians and speakers to be presented this season by program chairman, Mrs. G. B. Watson and Mrs. Claud W. Freeman.

The executive board of the Club acted as tea hostesses with Mrs. A. Hal Cornelius as chairman. Mrs. Andrews and Mrs. S. P. Manasse presided at the tea table which was beautifully decorated with autumn flowers.

Mr. and Mrs. Clinton Fox spent a week touring through Arizona and stopped in Safford to see the Bob Bennetts.

Eastern Star Installation Saturday Night

Palm Springs Chapter, Order of Eastern Star, will hold its annual installation of officers at the Palm Springs Woman's clubhouse, Saturday night, November 6 at 8 p.m.

Elective line officers to be installed at that time are: Worthy Matron, Helen G. Winter-ton; Worthy Patron, James E. Paul; Associate Matron, Isabel Magennis; Associate Patron, Louis Dubin; Conductress, Florence H. Phil; Associate Conductress, Lola Sherrill; secretary, Mary V. Watson and treasurer Virginia K. Curtis.

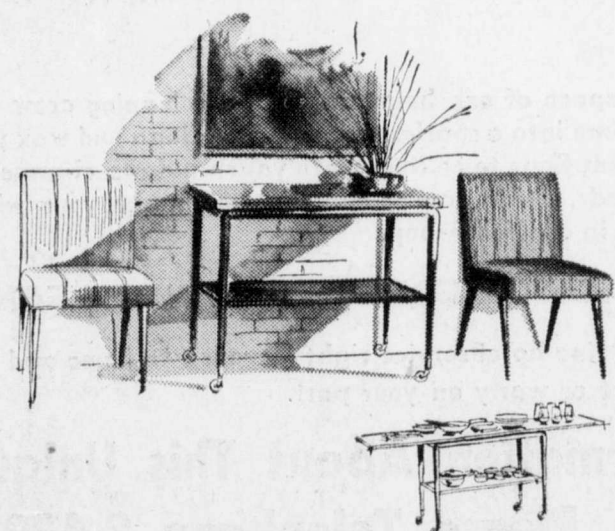
All Eastern Star members and Masons are cordially invited.

Darts Celebrate 21st Anniversary

Mr. and Mrs. Harry Dart celebrated their 21st wedding anniversary with a small dinner party at El Mirador hotel.

In the party were their two daughters and sons-in-law, the Barney Hinkles and the Bernard Kuhns of St. Claire, Michigan who were out here for a brief visit. Other guests were: Mr. and Mrs. Carl Barrett of Los Angeles, Mary Jane Hicks, Bill Bogges, Mr. and Mrs. Lou Manseau.

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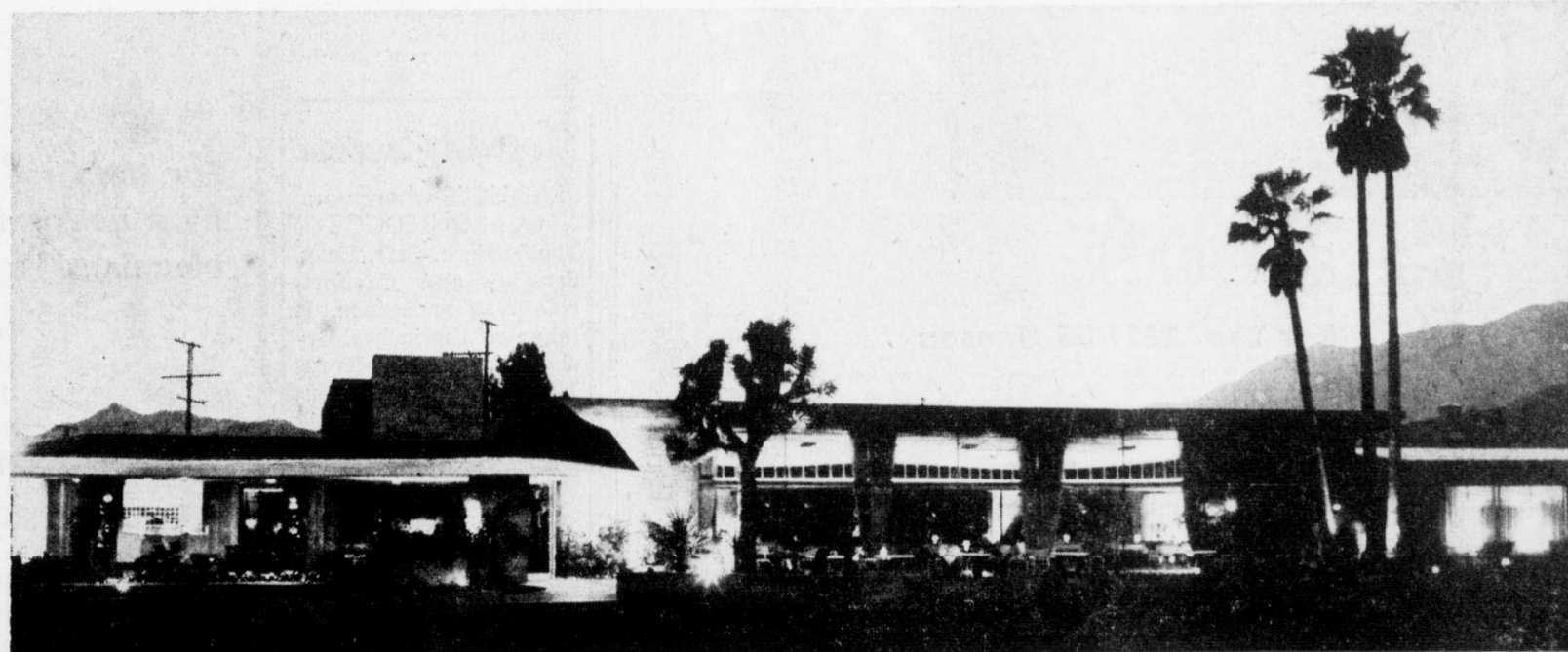


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155 S. Belardo Rd. — One block west of the Oasis Bldg.

Robert A. Metzdorf, Manager

Phone 2101

(Continued from page 1c)

Around Town

wondering if he will get a bill for it . . . I don't think he will as I saw it back in its showcase . . . Incidentally, Andrea's newly-redecorated shop is Tiffany-come-to-the-desert . . . and an exquisite background for the collector's items that make up her stock in trade . . .

Howard Manor's publicist, Joe Glaston . . . who had nothing to do with the above item . . . is again making news on his own . . . He always manages to have the important events in his life recorded in Palm Springs . . . He and his wife Maxine were married and honeymooned here . . . six years ago came St. Valentine's Day . . . and last Sunday their five-year-old son, Joe Jr., was baptized at St. Theresa's . . . with Andrea Leeds Howard as godmother and Bill White, Howard Manor's manager as godfather . . . Father Michael O'Donohoe officiated . . .

Tom and Theodora Fleming are in La Jolla and San Diego this week . . . Theodora is a member of the San Diego Opera Guild and they attended the "Tosca" opening Tuesday night . . . giving a small champagne dinner at El Cortez preceding the opera . . . Tonight they will go to the party given by Dr. and Mrs. Henry Dillard at their LaJolla home . . . and tomorrow night they will be guests at a party being given by Mrs. Charles H. Morse (her late husband was of the Fairbanks-Morse firm) at LaJolla . . . The Flemings' friend Arthur O'Hara (vice president of the Northern Trust Bank of Chicago) is arriving for the Morse party . . . and will motor to Palm Springs with the Flemings to spend a few days here . . .

New Villagers

Mr. and Mrs. William Halloran (new owners of La Paz Guest Ranch) are in the Village getting acquainted . . . They will return shortly to Seattle but plan to be back here in December for the rest of the winter season . . . The Hallorans were with Muriel Fulton at the Oasis opening . . .

Jean Smith, who was social director at Coronado this summer and was here at the Desert Inn last winter . . . spent a few days in the Village with friends before leaving for Florida, where she will be social director at a Boca Raton hotel . . .

Lloyd and Orpha Frank returned to their Vereda Norte home . . . from La Jolla where



(Anderson Photo)
PRE-OPENING PARTY — Mr. and Mrs. Owen Churchill entertained around 100 friends at cocktails at their San Lorenzo home and afterwards at dinner for The Tennis Club opening.

Pictured at the party at their home are, left to right, the host, Mrs. Ernest Pagano who is just back from New York, Mrs. John McClure and Mrs. Churchill.

they spent the summer . . . Lloyd's daughter and her husband, Mr. and Mrs. Leslie Sherman of Portland (he's a buyer for Myron Frank department store) were here this past weekend to attend the MAGIC convention . . . The four of them and Helen Newland of Los Angeles dined at Howard Manor Saturday night . . . and went on to the Racquet Club . . . to wind up the evening . . .

Joann Crawford, who has been at her mother's bedside at Cedars of Lebanon hospital . . . was home for a few days . . . Her mother (the former Hilda May Jensen who was married again in August to Harvey Dick) . . . has undergone surgery . . . but continues in a precarious condition . . . Joann is still taking off weight . . . 22 pounds to date . . .

A note from Vivian Austin from Bel-Air . . . where she has just returned from her annual

check-up in Peter Bent Brigham hospital in Boston . . . Says she is doing fine but still can't start tennis as she had hoped for . . . Now that Glenn has retired they are at work again on plans for the new home they are going to build in Palm Springs . . . and expect to be down here soon . . .

Mrs. Harry Clatworthy spent a few days in Beverly Hills as the guest of her friend, Mrs. C. C. Craig . . . She attended the Jack O'Lantern Ball in Mrs. Craig's party . . . Her husband, who stayed in Denver to vote, started motoring to Palm Springs right afterwards . . .

Among the many who attended the opening of the Sea Horse . . . were the Paul Helms, the Paul Hoffmanns . . . and the Charles Deans . . . all of Smoke Tree . . .

Congressman and Mrs. Chester Holifield (of 19th Congressional district) were down from Montebello . . . for a weekend in Palm Springs . . . before returning to Washington . . . They were guests at the Nat Dumont home . . .

Gala Party Expected at Racquet Club

The Racquet Club's formal opening party Saturday night promises to be a gala affair. Many parties both large and small are being planned for the event with a number of cocktail gatherings both at the Club and in private homes planned to precede the actual dinner dance.

But a few of those who have indicated they will attend the fun evening entertaining for groups of friends are Colonel and Mrs. Michael Paul, Gregson Bautzer, noted songwriter Herb Nacio Brown Sr., Mr. and Mrs. Thomas Fleming, who plan to host a large party of their friends.

Also Mr. and Mrs. Ed Krist, Mr. and Mrs. Jack Meiselman, Mr. and Mrs. William Hollingsworth, Mr. and Mrs. Allan Blair, Mr. and Mrs. Montague Herbert, Mr. and Mrs. George E. Barrett, who are flying out from their home in Illinois in

Joel Stones Sell Place in the Sun

Mr. and Mrs. Joel Stone have sold Place in the Sun on San Lorenzo road to Mr. and Mrs. Charles Grover of Seattle, who will assume possession the first of the year.

The Stones and their daughter Sally will remain in Palm Springs and are buying a house in Tahquitz River estates.

time for the occasion. And Mr. and Mrs. Alphonzo Bell Jr. who will return to the Club from their Los Angeles residence the latter part of the week for another desert vacation, William Boggess, Mr. and Mrs. Freeman Gosden.

Nurses Desert District No. 34 will hold a rummage sale on Saturday at 233 South Indian avenue, near the ice house. Ruth Grelson is chairman in charge of the sale, which will raise money for the Polio and Haemophilia foundations.

The Desert Sun—2c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 4, 1954

Style show to Benefit Youth Work

Invitations go out this week for a fashion designers' luncheon to be given at the Racquet Club on November 20.

Sponsored by Dorothy Gray Inc. and co-ordinated by Lee Anderson, the show will be a benefit for Mickey Finn Youth Foundation.

It will feature leading west coast fashion designers selected by Harpers Bazaar including Addie Masters, Pat Premo, Speculator, Adele of California, Marjory Michaels, with hats by Rex of Beverly Hills.

Steak Fry Fetes Birthdays and An Anniversary

A steak fry at the Michael Malouf home at 4035 San Raphael was a triple celebration. Dr. and Mrs. Curran of Long Beach were the Maloufs' houseguests for the weekend, and Mrs. Malouf and Mrs. Curran, who were childhood friends in Dixon, Illinois, were celebrating their birthdays together as they do each year. In addition, Mr. and Mrs. A. Belden Crist were celebrating their 15th wedding anniversary.

The evening which started with the steak fry, was spent in dancing. Among other guests at the party were: Mr. and Mrs. Earl Sandford of Long Beach, Mr. and Mrs. Charles Malouf of Los Angeles, Mrs. Jean Lewis of Palm Desert, Mr. and Mrs. Base Ferebee of Mammoth Lakes and Palm Springs, and Richard Summers of Mammoth Lakes. The celebration was so much fun that it was decided to repeat it again next year.

Out-of-Town Guests Are Entertained

Entertaining for their houseguests, Mr. and Mrs. Charles Carr, and a group of Los Angeles and Beverly Hills friends who were down for The Tennis Club opening and for a Palm Springs weekend, Mr. and Mrs. John McClure hosted a Sunday night cocktail and dinner party at their home on Mesquite.

The party included the George Barracloughs, Earl Callans, Mr. and Mrs. Owen Churchill, Mr. and Mrs. William Malouf and their houseguests, the Ralph Hemphills, and Mrs. Ernest Pagano.

On Monday evening, Mr. and Mrs. Malouf entertained at a dinner party at Hotel 'The Oasis', with the Callans and the Barracloughs as their guests.

Also in the party which gathered first for cocktails at the Malouf home, were the John McClures, the Thomas Flemings, Bill Crawford, Mrs. Owen Churchill and Beth Scott.

Rear Admiral George C. Dyer, U.S. Navy, Commandant of the Eleventh Naval District, and Mrs. Dyer were houseguests this past week of Captain and Mrs. Douglas in Rancho Mirage.

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Fall

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of interesting planter
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Miss Pat's clever new Crazy Tops, the new short loose jacket blouse worn with the tapered slacks.

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New Casual Moccasins flats.

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Costumed Couples Cavort at J.C. Hallowe'en Party

Jaycees and their wives, about 20 couples, gathered at the Polo clubhouse Saturday night for an hilarious Hallowe'en party. Witches, lanterns and crepe paper decorated the clubhouse for the occasion.

It was a surprise buffet with everyone bringing whatever they wished for the menu. An attractive centerpiece was the great pumpkin face that was used as a brazier to toast the hors d'oeuvres which were stuck into the outside of the pumpkin on toothpicks.

Apple bobbing, musical chair and other games, dancing and costume judging all added to the fun. Winning costumes awards were Ted McKinney and Kathy Swynford, in gypsy costumes; Barbara and Bill Foster, as Raggedy Ann and Andy; Barbara and Mick Mutascio, as Mickey and Minnie Mouse; and

honorable mention went to Dixie Bren, as the Black Cat. In charge of the party were Barbara Harrison and Eleanor Haddock.

New Villagers Are Dinner Hosts

Mr. and Mrs. Arthur O. Emerson entertained at cocktails and an Italian dinner Saturday night.

The Emersons, who came here from Kansas City, are building a five-unit deluxe apartment building with pool on Parocella place, and are staying on San Lorenzo while construction is under way.

In their Saturday night party were the Thor Fredericksens, and the Thor Fredericksen Jr., and Mr. and Mrs. Bill Williams. Mr. and Mrs. Fredericksen Sr. have returned from an extensive summer trip that took them to Vancouver, Seattle, Portland and Denver and are at their home on Sunrise Way.

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Heatless and painless . . . a pleasing sensation.

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(Anderson Photo)
AT TENNIS CLUB — Mr. and Mrs. Sam Taylor are shown with a group of friends as they opened The Tennis Club for the

winter season. Pictured, left to right, Mrs. Taylor, Mr. and Mrs. George Wright, Mrs. James Garibaldi, Judge Garibaldi and Mr. Taylor.

Many Family Groups Among Diners at the Beachcomber

Among the many family dinner parties noted at Don the Beachcomber this weekend was the one given by Mr. and Mrs. A. R. Simon. With them were their children John and Lynn and Mrs. Simon's mother, Mrs. A. Finsterwald of Los Angeles, who has just returned from a trip around the world.

Charles Becker (Mrs. Becker is on an Oriental cruise) was in for a pre-theater dinner with daughter Mrs. Jacqueline Cole and his grandsons.

Mr. and Mrs. Franklyn MacCarthy and their daughter and son-in-law, Mr. and Mrs. Clifford Heinz Jr. of Beverly Hills dined there on Tuesday night.

A foursome were Mr. and Mrs. Ellsworth Vines and Mr. and Mrs. Ed Vines.

The James V. Kearns of

Thunderbird were celebrating their 10th anniversary with Mr. and Mrs. Barnes, who were down from Santa Monica.

Harry Fruchtel (one of the country's leading coat manufacturers) was entertaining the Si Slooms and Harry Gruber of Los Angeles. With the Don Hartmans were Mr. and Mrs. Arnold Albert.

Sunday night diners included the Sam Stuarts and Al Roses.

Other Don the Beachcomber diners included the George Browns, Arnold Rumwells, Mr. and Mrs. Dick Fewel and Mrs. Charles Farrell, the Harry Darts, L. E. McClungs, Robert McKenzies, and Van and Evie Johnson dropped in for their favorite coffee grog the other evening.

Director Charles Walter and Helen Deutsch, writer (they did the "Glass Slipper" together) were in with Louise Celestin and Tony Campbell.

Dr. Raymond Talks to Sister in Guam

Over the long miles between Palm Springs and Guam, Dr. Georgiana Raymond talked over the telephone Friday night with her sister Nina Graves.

It was 7 p.m. Friday here and Saturday noon in Guam as the two sisters conversed.

Mrs. Graves and her two daughters Betty Jo and Beverly, who have frequently visited in the Village, went to Guam in January to join their husband and father, C.P.O. James H. Graves of the United States Navy.

Dr. Raymond said the telephone call was a great thrill and that she could hear her sister perfectly.

Masons to Hear Education Panel

A three-man panel and moderator will conduct a Masonic Education program for Palm Springs lodge at their next meeting on Monday night, November 8, at 8 p.m. at the Masonic Temple. The panel which is provided by Southern California Research Lodge will speak on "Symbolism in the Lodge."

Marvin Wade, Master, said that all sojourning brethren are invited to attend.

Also on the Masonic calendar for November is Past Masters Night on November 15, when for the first time, Palm Springs Lodge will have sufficient past masters to fill all stations. Senior Past Master Jerry Carlson will be in charge.

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates).

- November 4**
Palm Springs Chapter No. 576, Order of Eastern Star, Masonic Temple, 8 p.m.
Lions Club, Chi Chi, noon.
Elks Lodge No. 1905, lodge hall, 8 p.m.
Cahuilla Chapter Daughters of the American Revolution, 1620 Indian Trail, 2 p.m.
- November 5**
Thunderbird opening.
- November 6**
Racquet Club's formal party.
- November 8**
Palm Springs Lodge No. 693, F & AM, Masonic Education program, Masonic Temple, 8 p.m.
P. S. Chapter D.A.V., Legion Hall, 8 p.m.
- November 9**
Kiwanis Club, El Mirador, noon.
Soroptimists, Chi Chi Starlite Room, noon.
Desert Does, Elks Lodge, 9 p.m.
- November 10**
Rotary Club, Tennis Club, noon.

Soroptimists Plan Potluck, Social Meeting

Soroptimist Club, holding its regular Tuesday luncheon in the Chi Chi Starlite Room, made plans for a potluck get-together to be held on November 14 at 5 p.m. at Polly Isenagie's home at 1028 San Jacinto Way. Husbands will be guests at the party which is being arranged by Trixie Jarrett, social chairman.

Mary Hall, a newcomer to the Village and a member of Soroptimist Club in Great Falls, Montana, was a visitor at the luncheon. She told about the summer expedition which she and her husband made to New England to pick up antiques for their shop here.

Asked to tell something of the activities of the Great Falls Club, she said that they raised money by presenting Broadway plays and used the funds raised to buy iron lungs and send girls to nursing school.

Another visitor, Kay Walters of Albuquerque, told about the Aunt Jemima pancake party which she attended recently in Tucson, which raised funds for a Girls Ranch.

President Lucille Johnson presided at the meeting.

Mr. and Mrs. Dan Garder of Arcadia were weekend guests of the Philip Zanvilles at 290 Lilliana drive. The Garders were married here in May. He was recently elected treasurer of the Western division of the American Contract Bridge League.

Lagunans Buy Geierman House

Mr. and Mrs. E. P. Geierman have sold their house at 844 North Riverside drive, to Mr. and Mrs. Andrew Hall of Laguna Beach. The Halls own the

The Desert Sun—3c and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, November 4, 1954

Laguna Federal Savings and Loan. The Geiermans, owners of the Sea Horse restaurant, will live in their apartment there.

For those who prefer not to use our regular charge account service we suggest—

Our Lay-Away Plan.
Avail yourselves of the opportunity to make your holiday purchases now and pay later.

Listen to Sleepy Joe Stories KCMJ—11:15 every Saturday morning

mary helen

140 North Palm Canyon Drive across from the Desert Inn Phone 5107



(Jim Frey Photo)
AT THE OASIS — Among the diners at Hotel the Oasis opening night were the George Barrocloughs, on left, and the Earl Collins.

Buffet and Dancing are Popular

Sunday night buffet dinner dances at the Racquet Club, always one of the most popular of Club events in seasons past, were more popular than ever this year.

Mr. and Mrs. Frederick Brison (Rosalind Russell) were a Sunday night foursome with Mr. and Mrs. Van Johnson. Both couples are vacationing at the Club. The preceding evening they also enjoyed dinner dance fun with additional members of

the party including Mr. and Mrs. Pat Hoy of Chicago, Mrs. William Powell and Mr. and Mrs. Charles Farrell.

Perkins Bailey, distinguished fashion editor of Look Magazine, Mrs. Bailey and Jack Hyde, western editor of Menswear, were diners at a nearby table, as were noted designers William Greer and Walter Plunkett. The latter is head designer for MGM studios.

Mr. and Mrs. William Bendix were a foursome with Villagers Mr. and Mrs. George Brown, Mr. and Mrs. Sol Lesser, but recently returned to the Village, were hosts to a party of their friends, as was Mrs. Allan Jones, Dr. and Mrs. Frank Purcell, Mr. and Mrs. Edwin Silverman, Mr. and Mrs. Don Castle,

and Mr. and Mrs. Paul Masters. The Masters, who are staying at the Club, came down early in the week to celebrate their 35th wedding anniversary.

Jack Warner, who is also in residence, hosted a party including Mr. and Mrs. William Orr, Mr. and Mrs. William Hollingsworth (Sara Shane) and Greg Bautzer, among others.

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French facials and muscle toning by Simone of Paris.

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CHOICE AGED BEEF			
T-BONE	\$1.05 lb.		
TOP SIRLOIN	\$1.29 lb.		
ROUND STEAK	79¢ lb		
RIB STEAK	79¢ lb		
Ground ROUND	59¢ lb		
ECONOMY AGED BEEF			
T-BONES	79¢ lb		
TOP SIRLOIN	98¢ lb		
ROUND STEAK	59¢ lb		
RIB STEAK	59¢ lb		
Ground CHUCK	49¢ lb		

— All Meat Cut to Your Order —

SIMPLE SIMON FROZEN PIES — 25c

TABLE QUEEN TOMATOES 2 1/2 can	19c	FRANCO AMERICAN SPAGHETTI	2 for 29c
DIAMOND-A-CUT STRING BEANS		DEL MONTE TOMATO SAUCE	3 for 25c
HUNT'S POTATOES	2 for 19c	SUNSWET PRUNES	2 lbs. 54c
LIBBY'S PUMPKIN	2 for 29c	HILLS-DALE—No. 2 can Sliced PINEAPPLE	25c
CAMPBELL'S TOMATO SOUP	2 for 21c	FREESTONE—No. 2 1/2 PEACHES	25c

Fresh Vegetables

CELO CARROTS 9c

NORTHERN DELICIOUS APPLES 3 lbs. for 29c

WHITE ROSE POTATOES 5 lbs. for 17c

Carton Cigarettes \$1.79

BABO CLEANER 2 for 25c

Caswell's COFFEE \$1.05 lb.

SHREDDED WHEAT 2 for 35c

S & F—Quart APPLE JUICE 29c

C & H CANE 5 lb. 55c

SUGAR 10 lb. 98c

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Lost and Found 10

LOST DOG, Thunderbird Ranch
October 15, 1954. American
Pointer, white with liver-
colored spots, liver-colored
ears. Reward, Alice Schmidt,
401 Bonhill Road, Los Angeles
49.

Personals 12

FORTUNE TELLERS
PALM and Psychic readers,
Madames Ann, Marie and
Lena. Advice on all problems
of life. Private readings, 9 to
9. Appointments not neces-
sary. Same location 15 years.
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WILL PARTY or parties who
saved down sign of Ho-Hum
apartments, 962 Dawes, Cal-
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same. No questions asked.

WILL NOT be responsible for
any debts incurred by any-
one but myself. Lorene Mc-
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ALCOHOLICS Anonymous, Air-
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ROY'S GENERAL REPAIR
Carpenter, Patch Plastering
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INTERIOR, exterior, Brush or
spray. Color matching. 20
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WOMAN, 38, unattached, wants
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REMODELING. Alterations and
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separately) with local refer-
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Have late model car. Live
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6304.

REFINED middle aged lady,
here for winter, like job as
companion to elderly person.
Write Desert Sun, Box 190,
File L-1.

MIDDLE AGED woman, com-
panion or practical nurse to
elderly person. Write Box 1253
Palm Springs.

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qualified, last position Sham-
rock Hotel, Phone 4632.

Situations Wanted 25

MIDDLE-AGED couple desires
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managers. Best of references.
Call collect Escondido 8747-
M-1, H. J. Miller, Box 117,
San Marcos, California.

COUPLE - Resort owners for
12 years would like position
as working managers and
maintenance man. Reference
furnished. Box 1083, Palm
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Help Wanted 27

NO FEES

Why not register with us?
We serve members throughout
the desert area.

Maid, domestic, live in.
Houseman, colored.

Couples, domestic and hotel.
Waitresses.

Night auditor, male.
Hostess, dining room.

Housekeeper, working. Hotel.
Bus boys, (Filipinos)

Tailor, alterations on women's
ready to wear.

Hotel maids, live in or out.
Salesladies, ready to wear.

Couple - kitchen helpers.
Apply in person
PALM SPRINGS
EMPLOYERS ASSOCIATION
224 N. Indian Ave.

Food checker, female \$300
Housey, cook, Filipino \$250

NCR 2000, male R&B \$250
Chef, European R&B \$200
Bookkeeper, stenographer \$300
Steno trainee \$200 up
Salesladies Open
Night Auditor \$300
Couple, hotel \$275 plus
Secretary \$250
Hotel maid R&B \$150
Cook, housekeeper \$175
Domestic couple \$400

Waitresses, tray and arm.
Bus boys, experienced.
Dishwashers, live in or out.
Mothers' helpers R&B \$125
Many other positions.

OPEN SATURDAYS
EMPLOYMENT SERVICE
AGENCY
135 E. Andreas Road

ACTIVE Real Estate Broker or
Salesman wanted immedi-
ately.

JO LEMONS

Phone Palm Desert 76-3181

WANTED: Doctor's office as-
sistant, experienced only,
typing, bookkeeping, give in-
jections, etc. New office, nice
working condition. Apply 555
Broadway, Cathedral City.
85464.

BUILDING custodian, full time
permanent job. Prefer man
over 45 who can drive a car.
Ask for Bill Helmes or D. C.
Stachler.

Stack Chevrolet
330 Sunny Dunes Road

SECRETARY, Sales, Waitresses,
Maid, Desk Clerks, Nurses.

DWYER'S
BUSINESS SERVICE
256 S. Palm Canyon Drive
Agency Phone 7691

OUR BUSINESS IS HEALTH!
Top commission and bonus
plan—2 to 3 topnotch salesmen or
women. Part time OK to start.
Write fully, Box 505, Desert
Hills, Springs.

Wanted, expert manicurist
and pedicurist, Phone
4501 or 2452

WHITE couple with trailer for
work in trailer park. Adults
only, no pets. Phone 9091.

Bus. Opportunities 29

COMPLETE coffee shop for sale,
with fountain and 15 stool
counter. Due to remodeling—
must sacrifice this completely
equipped unit, which cost or-
iginal owner \$7500, for ONLY
\$2000. Terms can be arranged
if needed.

ALSO—6 complete booths with
tables, good condition.

6 HOLE steam table and mis-
cellaneous restaurant equip-
ment.

See—PAVNY'S
1001 S. Palm Canyon Drive

NEW MODERN
SERVICE STATION
50-900 Hwy 99, 5 miles west
Junction 111. Excellent loca-
tion for truckers' station. 250
foot frontage. Station, tire
shop, lounge. Also large gar-
age, cafe, living quarters or
office. Ample parking. Lease
all or part. J. Belsito, Box 196,
Cabazon. Ph. Banning 4215.

WILL TRADE OR **SELL**
PRODUCT representation busi-
ness in San Diego, worth
\$10,000, for business of equal
worth in Palm Springs. Will-
ing to assume. What have
you? Call Belmont 2-3362,
San Diego.

Real Estate — For Sale

THERESA PRESS

EVERYBODY KNOWS "YOU ARE LUCKY"
WHEN YOU LIVE IN PALM SPRINGS.

"SPECIAL" — Out of bankruptcy, title now clear. Needs some
finishing and cleanup work, unusually attractive interior, 3
bedrooms, 2 baths, terrific fireplace, beautiful bar opens onto
patio and pool. Oversized kitchen, lots of tile. A BARGAIN AT
\$17,000.

ECONOMY HOMES
3 YEARS OLD. Furnished 3 bedrooms, 2 baths. Katherine Finchy
school district. \$14,500.

CLOSE TO SCHOOLS and shopping. Large lot, walled and land-
scaped, furnished 2 bedrooms, 1½ baths. Ideal for retired
couple. \$16,500.

UNFURNISHED 3 bedrooms, 2 baths. \$11,500.

LARGER HOMES
COMPLETELY FURNISHED, linens and dishes included, close
in. 2 bedrooms, 2 baths, living room with fireplace, dining
room, enclosed patio, lovely plantings. \$17,500.

LUXURY HOMES
ESTATE HOME, 5 bedrooms, 4 baths. Completely furnished.
\$31,000.

INCOME
4 UNITS LEASED. Room for 6 more \$32,500.

RENTALS
2 BEDROOM home furnished, south end. Season. — \$250
R-2 LOT. Room for 12 units. — \$8800
R-1 LOTS. — \$1000 to \$2500.

THERESA PRESS.

REALTOR

420 South Indian Ave. Phone 5282 or 5691

Well Known Estate

172 PRESCOTT DRIVE

FOR THOSE WHO want nothing less than the finest
this Algerian Oasis is now ready for your inspection.

HIGH CEILING LIVING ROOM with white walls,
huge mirrors and dramatic black fireplace with tall
copper hood.

RESTFUL DINING ROOM paneled in natural birch
and adjoining a pullman bar kitchen with grey
Koroseal floor and custom cabinet work hand rub-
bed to a driftwood finish.

FIVE ELEGANT BEDROOMS, each with it's own
mirror-walled dressing room, private bath and slid-
ing door to private patio.

EVERYTHING has been carefully planned for your
comfort and enjoyment. Furnishings designed and
custom built especially for the house. Furnace heat,
refrigerated air conditioning, telephone in every
room and also by the pool.

AN ACRE OF GROUNDS completely walled, only one
block west of Palm Canyon Drive. Lush tropical
landscaping, over forty huge palms, 20x40 pool.
INCOME ZONING. Terrific possibilities.

SALE PRICE \$135,000. Shown by appointment. For
complete details, write, wire, phone or see

GUY ANDERSON

375 Vista Chino, Palm Springs, California

Phone 5134 or 5138

Bus. Opportunities 29 For Sale or Exchange 34

RESTAURANT, reasonable,
small down. Modern equip-
ment, wonderful opportunity.
Chaffing Dish, Palm Desert.
Phone 76-2731.

Trailer Park A-1
Make offer.
Edge-O-Town, 29 Palms

Business & Financial 30

FUNDS AVAILABLE
to invest in
1st and 2nd Trust Deeds
ANY AMOUNTS
We also purchase Trust Deeds.
Desert Sun — Box 190
File L-5.

TRUST DEEDS bought, small
discount, private party. Write
J. Nagler, 330 N. Alfred, Los
Angeles.

FIRST T. D.'S WANTED
Palm Valley Realty Co.
431 N. Palm Canyon Ph. 2581

Lots & Acreage 33

YUCCA VALLEY
80 Acres
Most beautiful land in High
Desert. Ready for subdivision.
Close to 29 Palms Highway.
Degrees cooler in summer and
warmer in winter than sur-
rounding area. Superb view.
Plenty water. Power. Sacrifice
\$500 an acre. Terms. Write
or phone John Martell, 409
First National Bank Bldg.,
Santa Ana. Kimberley 2-4431.

Business Frontage

1700 BLOCK North Palm Can-
yon Drive. 4 adjoining 50
foot lots, 250 feet deep, \$14-
500 each. Also 2 acres same
area, located 250 feet west of
Palm Canyon Drive facing on
Vista Chino. Will price \$29-
000. Phone owner, Palm Des-
ert 76-5119.

ESTATE view lot, 132x135, near
Howard Manor, \$3500. Multi-
ple dwelling lot in Palm Vil-
lage, near Desert Magazine.
90x200 or will trade for Palm
Springs residential lot.
Phone 3852

LA RAMBA Tract, LOT 4. 120
foot FRONTAGE, 83 feet
DEEP. EXCELLENT LOCA-
TION. BY OWNER \$2995.
Write Desert Sun, Box 190,
File L-6.

LARGE LOT on South Palm
Canyon, sell on easy terms or
trade. Owner, 9154 Elm Ave.,
Fontana, Calif.

TRADE, 2 hilltop lots for '54
Cadillac or Lincoln. Phone
owner 7127.

2 INCOME lots 160x80, corner
Corozon and El Dorado. Own-
er, call L.A. Atlantic 77329.

BUILDER: 4 Tahquitz paved R1
corner lots. Write Desert Sun,
Box 190, File L-4

LAS PALMAS Estates, R-1 lot,
125x128, 2 water shares, \$8500.
Owner, Phone 5183.

For Sale or Exchange 34

MODERN DINING room and
cocktail lounge, ½ interest or
all. Best location. Terms or
What Have You? Phone 3350

For Sale or Exchange 34

THREE bedroom, 2 bath home,
including guest house, double
garage and covered lanai. All
fenced and landscaped. \$19-
750, terms or will take small-
er home as part payment.
Owner, 1150 N. Riverside Dr.
Phone 4213.

DUPLEX, furnished. Tile roof,
double garage. Walking dis-
tance. For Los Angeles
double of triplex. Pay the dif-
ference. Phone 6078.

TRADE, 2 hilltop lots for '54
Cadillac or Lincoln. Phone
owner 7127.

Real Estate—For Sale 35

EXCLUSIVE

BUSINESS frontage and fur-
nished duplex on Palm Can-
yon, good income. Excellent
location. Easy payments.
Room to build store or offices.
Full price only \$28,500. THIS
WON'T LAST!

170 FEET business frontage on
Palm Canyon, 280 feet deep,
large pool, units in operation.
Buy the land, get the im-
provements free. See us.

MOVIE STAR'S HOME. New
modern 3 bedrooms, 3 baths.
Pool, large walled lot. Ex-
clusive area. A real beauty
and a real buy at \$42,500,
furnished.

FOR LEASE, Lovely 2 bedroom,
2 bath home. Pool. Close in.
\$3000 for season.

IF IT'S FOR SALE
WE HAVE IT

Terry Ray

REALTORS

Jules De Vorzon Howard Palmer
Ernie Duplevie
Helen Churchill Joyce Chapman
773 N. Palm Canyon Ph. 2064

FOSTER FEATURES

South Palm Canyon Corner.
Retail Business Zone.
135 foot Frontage.
\$27,500

Indio Highway Frontage.
Apartment Zone.
150 foot frontage.
Will handle 16 units.
\$20,000

San Lorenzo Road.
Residential Lot.
\$3500

View Lot — Araby.
Residential Zone.
\$1500

H. H. FOSTER

REALTOR

Don Peake Valmah T. Price
William May B. J. Boyd
101 N. Palm Canyon Dr.
Phone 3555 or 5169

HOTEL rooms and apartments.
11 units. Heated pool. 1225 N.
Indian Avenue.

Real Estate — For Sale

BUY OR BUILD

WE HAVE THE "TOP VALUES"

TALK TO GEORGE GANNON AND ASSOCIATES

BUY

\$2500 DOWN, \$120 MONTH, new 3 bedrooms, 2 baths, fireplace,
furnace heat, large kitchen with dining area, large lot beau-
tiful view, immediate occupancy. \$15,750, full price.

4 BEDROOMS and den, 3 baths, large kitchen with loads of cabi-
nets, living room with separate dining area, service porch,
east and south patios, large walled corner lot. All this for
\$23,500 furnished. Excellent terms available.

LAS PALMAS ESTATES — 3 bedrooms, 3 baths, custom built
quality, large living room with sliding glass doors opening
onto beautiful south patio. A wonderful floor plan for
desert living. 2 car garage, large walled lot. \$45,000 furnished.

INCOME
Being completed now — 4 spacious one bedroom apartments.
Excellent rental location near schools. \$4,500 down, \$182.39
monthly payments. \$24,975, full price.

BUILD

NEW HOME ON YOUR LOT

\$500 down, 2 bedrooms, 1 bath, carport, 911 square feet—\$7975.
\$1250 down, 3 bedroom, 2 baths, carport, 1384 square feet, \$12,750.
\$1250 down, 3 bedrooms, 2 baths, 2 car garage, 1511 square feet.
\$13,750.

MANY PLANS TO CHOOSE FROM — SEE AT OUR OFFICE

GANNON REALTY CO.

REALTORS

711 N. Palm Canyon Drive Phone 2772

OPEN

FOR YOUR INSPECTION

SATURDAY AND SUNDAY

November 6th and 7th, Afternoons and Evenings,

AT PALM DESERT

LUXURIOUS DESERT HOME

With Superlative View of Fabulous Shadow Mountains

This home was built for gracious living. Artistically furnished;
separate Guest Wing; beautiful landscaping; Heated Swim-
ming pool.

ASK AT

HOUSE OF ROY --Realtors

Intersection Highways 111 and "Palms to Pines" for directions.

OR

FOLLOW RED ARROW SIGNS
TO IRONWOOD STREET ABOVE CLUB

Real Estate—For Sale 35

Peter B. Sheptenko

OFFERS THE BEST BUYS IN
PALM SPRINGS REAL ESTATE

ON 120 FOOT LOT
NEW QUALITY DELUXE HOME
Two bedrooms, two baths. Fur-
nace heat and vented air cool-
ing. Wall to wall carpets and
beautiful drapery. Will not
last long for only \$18,500.

BEAUTIFUL BRAND NEW BER-
MUDA FARM HOUSE. Two
bedroom deluxe construction.
Old brick fireplace and bar-
becue. Two car garage. Large
corner lot. Be sure to see this
CHARMING HOME TODAY.
Priced at only \$19,500.

DE LUXE TRIPLEX
IDEAL HOME AND INCOME.
Each unit has large living
room, bedroom, bath, and
kitchen. Beautifully furnis-
hed. Room for another unit or
swimming pool. Worth over
\$30,000, owner will sell for
Only \$26,500 and will take
easy terms. Just two blocks
from Palm Canyon Dr.

PROMINENT PALM SPRINGS
HOTEL
This is an OUTSTANDING IN-
COME PRODUCER, at a price
that affords exceptional specu-
lative possibilities to a
shrewd investor. Excellent fi-
nancing available. This is one
of the FINEST OPPORTUN-
ITIES that we have ever had
the privilege to offer.

WE HAVE THE BEST
INCOME BUYS IN TOWN

LET'S TRADE

MILLION DOLLAR BUILDING
in Glendale. 9 story concrete
and steel. Will take Palm
Springs property as part
trade. Priced at only \$375,000.

WANT L.A. HOME or income
for 3 bedroom furnished
home with pool. \$35,000
clear.

WANT LONG BEACH area in-
come up to \$60,000. Have
Palm Springs 3 bedroom, 3
bath deluxe home with
swimming pool, \$37,500.

WANT SAN

Real Estate—For Sale 35

A NICE PLACE

LOCATION
in the South end

THE LOT
A large attractive lot 110x135

THE HOUSE
A very comfortable and well built 3 bedroom, 2 bath home. Nearly new. Lots of tile, closets, beautiful fireplace, large dining area.

ALSO
Large 2 car garage

THE PRICE
\$19,750

SEE IT NOW!

FRANK MILLER

SUN REALTY CO.
Associates
Leona V. Smith
Harry Gillingham
428 N. Palm Canyon Ph. 2929

"HEY THERE! --

YOU WITH THE STARS IN YOUR EYES?
SEE THIS LOVELY 2 bedroom and den, 2 bath unfurnished house. It has a 2 car garage, fully walled and landscaped. Located in best residential area in south end. This is a MUST for you to see. Owner anxious to sell. Asking \$24,500, terms.

GOOD BUY AT \$12,600
3 BEDROOM house. Out of town owner says to sell at this ridiculously low price, which includes carpets, drapes, refrigerator, range and breakfast set. Terms.

Ralph Weinstein

REALTOR
256 1/2 S. Palm Canyon Drive
Phone 2884

Gorgeous Home

3 BEDROOMS, 3 baths, fireplace and barbecue, 2 car garage, completely walled and landscaped, 3 patios, R-2 zone lot, 84x138. A real buy at \$19,500 terms.

ONE OF THE finest courts in Palm Springs, 8 units, heated pool 20x40. Excellent location, delightful surroundings. Nicely furnished. \$68,500, terms.

WE have many good trades — What have you?

David Applebaum

N. R. WILSON Associate
Realtors
326 S. Indian Ave. Ph. 5555

OWNER LEAVING MUST SELL!
HOME AND INCOME
2 BEDROOM house plus 1 bedroom guest house, cement block construction, tile roof, wood floors, walking distance to town. Low price of \$12,000 furnished for both, only \$2500 down. EASY TERMS.
Not on leased land.

Ray Miller

and
Gene W. Johnson

Phone 3722 596 S. Indian Ave.
Real Estate, Insurance and Business Opportunities

James Hammond

REALTOR
875 N. Palm Canyon Drive
Phone 5373

TENNIS CLUB area. Spacious, attractively furnished 4 bedroom, 4 bath home. Sheltered pool, walled and landscaped. 340 Pablo Drive.

152x244 — VACANT property on Palm Canyon Drive, \$38,500.

Finest selection of rentals.

Associates
Esther P. Hammond
Eve Morgan Chas. Mathews
Marian Mathews Lisa Jones

2 BEDROOM, 2 bath home, nicely furnished on 120 ft. lot. Sell with small down payment or lease with option to buy. TV cable installed.

WELL LOCATED 2 bedroom, 2 bath home. Excellent buy at \$13,500 unfurnished.

See us for industrial property.

John W. Williams

REALTOR
Associates ROSLYN LANG
CLAUDE W. GOTTSHEUET
DON WILKINS
423 N. Palm Canyon Ph. 3311

"LET'S TALK IT OVER"
FOR THE
BEST BUYS IN
PALM SPRINGS
SEE

Valmah T. Price

with H. H. Foster, Realtor
101 N. Palm Canyon Dr.
Ph. Off. 3555 Ph. Res. 8-5752
"LET'S TALK IT OVER"

MUST SELL! Terrific deal for owner manager, hotel apartment center of Palm Springs. Trade accepted, balance long terms, contract. Brokers welcome. Owner resident 1145 Tachevah Dr., Palm Springs.

TRIPLEX, 1 bedroom each. Corner Junipero and Via Olivera. \$285 monthly income. \$27,500. \$7500 down.
BOZE Ph. 5254 or 5370

Real Estate—For Sale 35

OUTSTANDING

Reliable Values

MODERN 10 unit furnished court, central Indian Avenue location. Large swimming pool, lobby and refrigerated air conditioning in each unit. Excellent returns. \$115,000, terms or offer.

HOTEL SITE — corner lot 118x207 on Indian Avenue, best hotel district. \$25,000, terms.

MODERN 3 bedroom, carpets and drapes, large pool, quality construction built for owner, exclusive location. \$37,500, terms.

FURNISHED 2 bedroom house and 2 bedroom guest house with individual full bath each, exclusive corner location. \$25,500, terms.

LARGE modern furnished bedroom apartment, best location in town. Luxuriously furnished, adults only. Will lease for year or season. Attractive rental.

For Real Values in Real Estate Buys Consult

ADOLPH ISRAEL

Realtor
and associates
671 N. Palm Canyon Ph. 2981

Open 12 to 5 p.m.

Friday, Saturday, Sunday
1470 S. CALLE MARCUS

BEAUTIFUL furnished home, 2 1/2 years, 3 bedrooms, 3 baths, heated and filtered pool, 34x18, large patio, fenced yard, lot 100x100. Asking \$42,500. May lease 1 year. Mr. Billings, owner. Phone 5689.

Home or Income

2 BACHELORS, 1 single, 3 baths. Studio rooms with high ceilings, built by artist 6 years ago, on large corner, paved street, direct TV reception. A terrific buy for only \$18,500. For inspection call 4620.

WHEN YOU BUY
or
WHEN YOU SELL
Consult

Murphy Realty

Phone 5102
464 N. Palm Canyon Drive

FREE: Unbuyable beauty! Decorator's perfect 2 bedroom, den, 2 baths, tile, new paint, custom drapes, foam, antique pieces. O'Keefe and Merritt range, 2 glass ovens, broilers, 11 Philco. 4 1/2" Veteran loan. Owner, 642 Highland Drive.

OUTPOST ESTATES

2 BEDROOMS, lanai, service porch, fireplace and garage, landscaped, swimming pool and tennis court privileges. Priced to sell. Phone 3642 or 9029. 32989 Shifting Sands Trail.

FURNISHED duplex and garage, \$9500-\$2000 down, \$100 month 5 room furnished house, \$6840. Payments like rent. Louis Venger, 3775 N. Indian Ave. Ph. 5593 - 6060. "All Men Are Brothers."

BETTER REALTY DEALS

ADOLPH ISRAEL, REALTOR
671 N. PALM CANYON DRIVE

FURNISHED duplex, 1 and 2 bedrooms. Very clean. Open after 4 p.m. and Saturday, Sunday, 360 Desert Way.

BANNING

BANNING. For year round healthful living, 2 bedroom stucco house with tile roof, in beautiful green setting, choice location, a real nice home. For information phone 2169.

BEAUMONT

5 ACRE RANCH with fruit orchard, 7 room house, patio, 2 fireplaces, blonde knotty pine living and sun room, 3 bedrooms, 2 baths, oil burner, overhead heating, electric stove, dishwasher, guest house — living room with fireplace, bedroom, bath and kitchenette, 3 other apartments under one roof consisting of one 5 room, one 4 room and one single with shower and kitchenette, 4 car garage, lovely garden, lawn and shade trees, \$55,000. Route 1, Box 570, Woodland Drive, Cherry Valley, Ph. Beaumont 2544 or Los Angeles, Arizona 72270.

CABAZON

UNRESTRICTED, 10 acres and house in nearby Cabazon. Water, electricity, paved street. Write owner, Hal Evry 2208 West 8th St., L. A.

CATHEDRAL CITY

\$6500

NICE 1 bedroom stucco home on corner lot. Garage, sun deck, floor furnace.

OTTO REALTY

830 Broadway
Cathedral City

NEW 2 bedroom furnished home including TV. Good location. \$11,500. Make offer today on this nice home. Phone 2727.

MOTEL on Hiway 111. Three doubles, 2 singles. Room to build. Lot 75x190. Low down payment. Owner. Ph. 8-3353.

5 ROOMS, Lot F, cabana section, Tramview Trailer Park. Ph. 8-3752.

Real Estate—For Sale 35

CATHEDRAL CITY

Cathedral City

ROOMY 2 bedroom furnished home on leased land. Block construction, plastered inside. Has automatic washer, deep freezer and full new paint job inside. \$1000 down on full price of \$4300.

\$6000
FURNISHED 2 bedroom older home on corner lot, good location. Has metal kitchen, good refrigerator, gas stove, etc. 1/2 cash.

NEW 2 BEDROOM home beautifully furnished including TV, automatic washer, also dryer, dishwasher, deep freezer, deluxe range and refrigerator. Only \$1900 down on full price of \$11,600.

HORSES OKAY — 2 bedroom home on view acre lot overlooking golf course, lots of trees, etc. Priced at only \$11,600, about 1/2 down.

1 BEDROOM HOME on R-2 lot, \$5900, low down payment.

NEW 1 BEDROOM home on R-2 lot, \$7500, terms.

HIGH INCOME — LOW PRICE
THIS 50 foot lot has medical building under lease and 4 small furnished houses. Gross income \$370 per month. Full price \$24,500, terms.

Jorgensen Realty

68-574 Broadway (Hiway 111)
CATHEDRAL CITY
Phone 8-3401 Home 8-4172

VALUES

\$5500 - \$1200 DOWN
COZY one bedroom stucco on well located lot with room for additional unit.

\$10,500 - \$3500 down, 2 bedroom nearly new, large landscaped lot.

\$22,500 — Cost over \$30,000. Nearly new 2 bedroom, 2 bath, lanai, heated swimming pool, refrigerator cooling. A truly luxurious home at a terrific saving.

125 FOOT view lot in choice location, only \$2160, terms.

A REAL buy in a 6 unit court.

Clark Realty & Insurance Agency

CATHEDRAL CITY
68-762 Broadway Ph. 8-4691

IF A GOOD BUY IN CATHEDRAL CITY I KNOW IT

HOMES — LOTS — INCOME

34 years experience, buying, selling or building. Let me give you honest facts.
SPECIAL THIS WEEK
NEW 1 bedroom, view galore, tile kitchen, bath. Walled lot, large porch, furnished. \$9500

NEW 2 bedroom, 2 bath, nice view, TV area, tiled floors. \$13,500

2 BEDROOM house, guest room, 2 baths, garage, rental. \$1500 down. Full price now. \$8950

RAMADA; living room; bath; trailer with bath, high lot, landscaped, lovely view. \$8000.

RUTH BILES

56 Glenn Cathedral City
REALTOR

BEAUTIFULLY new 2 bedroom home and extra sleeping house. 20 foot living room, fireplace, 1 1/2 baths, double garage, nearly 1 acre, corner. Terms. Must sell, make offer. 66 and Tyler, 1 mile east 99, 11 miles south, Indio.

LA QUINTA

\$100.00 DOWN
FULL PRICE \$4990

U-FINISH INTERIOR—U-SAVE
See Model Corner Hidalgo & Herrera
La Quinta open house 2 p.m. to dark—Fri., Sat., Sun. or Contact FRANK BELL 45-261 Jackson St. Ph. 7-3776 — Res. Ph. 7-7893 Representing

OMART INVESTMENT CO.
1111 West Foothill Blvd.
Azusa, California

SAVE \$21,000
30 ACRE farm, 3 bedroom home. Grapes, grapefruit, dates. \$39,500, terms.

Madge Rocks

278 S. Palm Canyon Dr.
El Dorado Hotel
Trust deeds bought and sold.
7375 Phone 9929

PALM DESERT

In Palm Desert

OWNER SAYS SELL! 2 bedroom home on nice lot with four full-bearing date palms. Full price \$7500 or make offer. Very low down payment and monthly payments like rent.

HOUSE OF ROY

REALTORS
At Junction, Highways 111 and "Palms to Pines"

RANCHO MIRAGE

FOR SALE by owner, 1 bedroom duplex in Rancho Mirage, 71-793 San Jacinto Drive. Phone 3-3752.

Real Estate—For Sale 35

RANCHO MIRAGE

9 NEW UNITS Rancho Mirage, 4 kitchens, heated, protected pool, bargain for quick sale, some trade. Palm Springs 33238.

TAMARISK C. C.

SUBDIVIDE

5 ACRES. Dates and grapefruit, 330x660 feet, suitable for subdivision, near Tamarisk Country Club.

PALM VALLEY REALTY CO.

WILLIAM G. PEACOCK
MIRIAM ALLEN
WREN TEVIS
Wonder Palms Road
and Hiway 111
Phone 8-3481

1000 PALMS

NEW STUDIO house, \$6600, \$500 down. \$65 month. Owner C. L. Crosby, 1000 Palms Date Garden Drive.

GENERAL

INVESTMENTS

100% Chain Store Properties

SECURITY - FUTURE

YUMA, Arizona — 40'x140', new building. Income. Between J. C. Penney and S. H. Kress. Sales price, \$100,000.

SOUTH PASADENA, California. 50'x140', unimproved, no income. Between Thrifty and J. J. Newberry. Sales price, \$25,000.

EL CENTRO, California. 125'x140'. W. T. Grant between Sears Roebuck Co. and S. H. Kress. Sales price \$375,000.

F. J. Malter & Co.

Investment Counselors
7-5521 Trinity 1871
Indio, Calif. Los Angeles

Lovely Ranch

FURNISHED 3 bedroom, 3 bath home on center of beautiful 10 acres. \$30,000.

R. H. McDonald

Corner Dillon and Palm Drive
Desert Hot Springs Ph. 4-2772

Exchanges 36

TRAILER PARK. Los Angeles area. 32 spaces and 2 apartments. \$800 month income, will trade for income property or trailer park in desert area. Write 678 S. Vermont, Los Angeles 5.

100 ACRES beautiful timber land, stream, Fawnskin, Big Bear Lake. Exchange Palm Springs, Dr. Salter, 610 South Broadway, L.A., VA 7845.

PARTY wants home in trade for well located income units. Col. Ward Woodbridge, 238 Indio Road, Palm Springs Phone P.S. 2360 anytime

\$3000 DELUXE TRAILER, clean. Want home or lot. Write Desert Sun, Box 190, File L-2.

HILLTOP home to trade for foothill ranch. No desert. Owner, Phone 7127.

Real Estate Wanted 37

WANTED: 2 bedroom house with pool to trade for full bearing olive grove. Average annual income \$7000. Expenses only \$1500 per year. Phone P.S. 85432.

FOR BEST RESULTS
List Your Property
With Adolph Israel
Realtor, 671 N. Palm Canyon

Business Rentals 38

NOW READY FOR LEASE

STORES in new Post Office building in the hub of Rancho Mirage. See or call Roy St. Leon.

Rancho Mirage

SALES OFFICE
71-811 Hiway 111, Ph. P.S. 8-3881

STORE-OFFICE across from Thrifty. Suitable for retail store, Doctor's office, Real Estate, etc. 373 S. Palm Canyon Drive. Phone 5286.

STORE, suitable for professional purpose. Located in center of town. 476 N. Palm Canyon Dr. Phone 2289.

Rooms for Rent 40

BACHELOR rooms for men. Maid service. Reasonable. El Mirador Garage
1090 N. Palm Canyon Drive

LARGE corner sunny room, private entrance, close in, reasonable. 330 N. Calle Santa Rosa.

2 NICELY furnished bedrooms. Connecting bath. Each with private entrance. Phone 6690 after 6 p.m.

LARGE private rooms. Sleeps 2. Day, week, month. Reasonable. Walking distance. Ph. 7080.

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For Sale or Rent 41

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